

ICD

# Pro Football

SPORTS STARS OF 1970/WINTER/60°

Joe Kapp...

**BRUTAL AS  
A BAR-ROOM  
BRAWLER!**

The dissension-ridden  
Chicago Bears:

**FROM  
POWERHOUSE  
TO PATSY**

Dawson vs. Namath...  
**SUPER BOWL HEROES**

**THE SIX MOST HATED  
PRO COACHES**

**HOW LAMONICA  
LOST THE TITLE FOR  
THE RAIDERS**

**PRO FOOTBALL'S  
GREATEST GAMES**

PREVIEWS • RECORDS •  
SCHEDULES • STANDINGS

**JOE KAPP**  
Minnesota Vikings





**Len Dawson (right) and  
Joe Namath (below)  
both led their teams to  
Super Bowl upsets.  
Clutch quarterbacks on  
the field, they are  
complete opposites off  
it. Their story of Super  
upsets and the pressure  
of pro football's title  
game begins on page 28.**





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# Pro Football

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# THE SIX MOST HATED PRO COACHES

**Here is a look  
at football's  
toughest bosses  
and how they  
drive their  
troops to  
win, win, win.**

**By Mike Rathet**

**J**ust after Don Shula was hired to guide Miami's pro football fortunes, the Dolphins held a dinner at which the new coach, and several draft choices, were introduced to an adoring public.

First to acknowledge the good wishes of the audience was the Dolphins' top draft choice, Michigan tight end Jim Mandich, who stepped to the speaker's rostrum, ogled several of the deeply-tanned Florida females in attendance, smiled a warm greeting and said:

"My main job is to catch passes, but judging from what I see here I may be making a few passes too."

When Mandich sat down, Shula rose up. With firm strides he stepped to the rostrum, thanked the audience for attending, took note of the remarks made by Mandich, looked down the dais at his rookie receiver and said:

"After you've gone through a day at training camp the only thing you'll be looking for at night is a place to lie down."

The crowd laughed. But Shula didn't. And neither did Mandich.

Players don't laugh at coaches like Shula. And coaches like Shula don't do much laughing. They are a unique breed; they are the equivalent of Drill Instructors in the Marines—who demand and command respect through a mixture of fear and hate.

Shula is the latest addition to the club, recent revelations placing him in a group that lists as its leading members Vince Lombardi of the Washington Redskins, Bud Grant of the Minnesota Vikings, Paul Brown of the Cincinnati Bengals, Norm Van Brocklin of the Atlanta Falcons and Lou Saban of the Denver Broncos.





John Mackey (88) is one Baltimore Colt who wasn't sorry to see Don Shula (left) leave the club. "He was a dictator," charges Mackey, "and he panicked last year."

Lombardi's ability to make grown men cower was well-traced in the book "Instant Replay" by Jerry Kramer, the ex-Packer lineman, who made the point that the former Green Bay coach treated everyone the same—like dogs. But Shula's tirades never have received wide publicity.

Now, with his departure from the Baltimore scene, several members of the Colts have told tales out of school, foremost among them John Mackey, the perennial all-pro tight end and the acknowledged best at his position during Shula's Baltimore reign.

"He thought he was the biggest thing since bubble gum," said Mackey. "I know we lost a good coach, but after what happened last year, I'm not sorry."

What happened last year, from Mackey's point of view, was that Shula

broke off his love affair with the big tight end when a knee injury reduced his efficiency.

"I understand how it is with a coach, how his livelihood depends on winning," Mackey admitted, "but a man should be consistent. If he's down on you when you have a bad year and up on you when you have a good year, I don't need him."

"Everything changes when you lose. We weren't used to it and that goes for the coaches too. Shula became more involved—more of a dictator. In the early years when we were winners it was more of a team thing. Last year it was more Shula."

Mackey speculated that the Colts' nosedive last season to an 8-6 record following their NFL championship season came about as a result of the Super Bowl loss to the New York Jets.

And, said Mackey, Shula was among those who panicked during that defeat.

"We panicked," admitted Mackey, "but Shula panicked too. We got behind and couldn't get anything going. But it wasn't just us that panicked. We just weren't the same after that going into the 1969 season."

"Sorry that he's gone? Nope."

If Mackey isn't sorry, neither is Ted Hendricks, a Miami favorite as a collegian who was a rookie linebacker under Shula last season and returned home in the off-season to warn the Dolphins about the stern disciplinarian who was replacing easy-going George Wilson.

"I would suggest to the Dolphins," said Hendricks, "that they not make any mistakes because he'll let you know about it on the field; he'll make a scene. He even brings up your mistakes in the

team meetings.

"Coach Shula doesn't like mental mistakes. He figures it should be a physical defect rather than a mental defect. And you know if it was a physical defect you wouldn't be out there in the first place. If you make an error, don't make any excuses.

"He'll just tell you to keep your mouth shut."

Shula himself had admitted in the past he is a poor loser.

"I hate to lose, even in card games," he said while he was still with the Colts. "When I was very young my grandmother used to call me over to play cards with her friends. If I lost, I would go home crying and wouldn't come out until she came to our house and told me she was about to serve the ice cream and cake."

While Shula lines up with Lombardi and Van Brocklin and Saban as boisterous, bellowing types, Grant and Brown are the silent men of the sextet, commanding respect in modulated tones that somehow brook no challenge to authority.

"We expect Bud to give us the preparation and he expects us to give him the execution," explains Minnesota's defensive end, Carl Eller. "If he's down on a player, he doesn't make it obvious. But the player knows it, and has to wrestle with it himself.

"You're never quite sure what he's thinking. And nobody goes up and asks him either."

Grant's outwardly calm exterior, however, is belied by the man underneath, possibly best explained by Bud himself in relation to his high school coach, Harry Conly. Grant says Conly was the most influential person in his life.

"He was a peppy sort of Irishman who I think was a boxer at one time or another," Grant explains. "He was happy but strict. He wasn't beyond

punching a player who got out of line. He was fair, though, and played no favorites.

"But he was tough and you know Superior (Wisconsin), where I come from, is a waterfront town. Well, blood didn't mean anything to him. I don't even know if he had any tape in the locker room if anyone got injured. When he said something, you'd better listen."

From that background, Grant brought a simple formula with him to the Vikings in 1967.

"In the Army, you don't march to learn how to fight," Grant said in explaining his theories. "You march to learn how to take orders."

The Vikings have learned how to take orders, and the orders include:

—No smoking in the dining hall or training room during training camp.

—On the road, the squad must eat all meals together and cannot appear in public without neckties.

—A ban has been placed on "excessive" profanity.

—All players must be on time for team meals or meetings, under penalty of a fine.

—The Vikings must stand at attention, one arm length apart, helmets cradled in the same arm during the playing of the National Anthem.

There is, according to Grant, a reason for it all.

"A tackle went offside on the three-yard line and cost Dallas a championship in their game with Green Bay in 1966," Grant explains. "We aren't going to lose any championships because somebody goes offside.

"A part of a man's ability must be used to discipline himself."

Grant instructed his squad how to stand during the National Anthem after seeing them in a state of almost total disarray during one game in his rookie season as the Minnesota coach.

"We had an exhibition game with



PAUL BROWN

Philadelphia in Tulsa," recalls offensive tackle Grady Alderman, "and Bud got Milt Sunde, who was a sergeant in the National Guard, to show us how to stand. When Milt got through, Bud said: 'That's the way you're going to do it from now on.'"

"It's a little insight into the man's nature. It's just a matter of discipline. Bud says discipline in the small things will bring us through in the big things."

As for that dedication to discipline, Grant sums it up this way:

"I owe my loyalty to three things in life—religion or my God; my family, and my profession. I work to make money for my family. I seek and employ players who help me win because winning is what makes my profession a success.

"I want to win at any cost, but fairly and squarely. Yes, I would chop my best friend off the roster if he wasn't producing for the team. I love to win; I intend to win, and I want my players to devote their desire and ambition to winning.

"I don't want nor will I tolerate a losing player."

Paul Brown is the prototype for a Bud Grant, a man who gets respect without yelling—but who gets it, or else.

"We have rules and fines," Cincinnati defensive back Bobby Hunt says, "but that's not it. He just lets you know what he expects. You know it by how he says it. You know he means it."

The same thoughts are echoed by Al LoCasale, formerly the Bengals' personnel director.

"There is just a manner about him," LoCasale explains. "He doesn't challenge people. He doesn't say I dare you. Instead, he says I expect we won't have this problem or that problem. And he just says it in a manner that let's you know you won't have the problem."

Brown conveyed all his thoughts for the first time when the Bengals were

(Continued on page 8)



VINCE LOMBARDI

Jerry Kramer (64) told how Vince Lombardi treated the Green Bay Packers—like dogs.







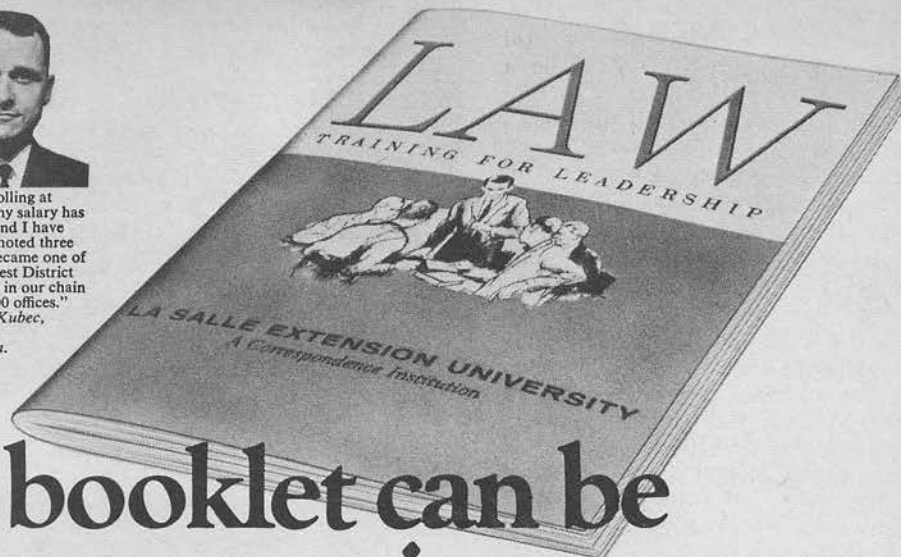
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## SIX HATED COACHES

(Continued from page 6)

brought together during the 1968 season that marked Brown's return to coaching with the expansion club.

Wearing a red knit shirt and a black baseball cap, Brown stood before 89 players and spoke to them for almost two hours in modulated tones. And he said:

"There'll be no sugar coating or pampering of some spoiled college kids. For the veterans, I don't know how you've been handled before or how big a name you have, or how big a car, or how big a contract. Here it's meaningless.

"The only thing that counts is dedication to the game. You run on your own gas. It comes from within you. We have no quotas, no nothing. Nothing but the best players. I'm not going to ask you to do anything I'm not going to do myself."

And then he laid it all down:

"Wear a sport shirt to dinner. Keep the meals enjoyable. Take your time. It's no place for pigs. Mix up. Try to avoid cliques. Know your teammates. Watch your language. I don't want to hear careless stuff around the locker room.

"Class always shows. If you're a high grade guy you'll get somewhere. If you aren't you're in trouble. Nothing devastates a football team like a selfish player. It's like cancer. And it's not going to take long to see who's a tramp, a boozier, a bar-room bum or a ladies' man. We might be an expansion team, but we're not going to be a foreign legion.

"Don't set up any love nests in Cincinnati. We're going to find out where you live. At camp you go to your room at 10:30. At 11, turn out the lights. If you sneak out after bed check you'll be fined \$500.

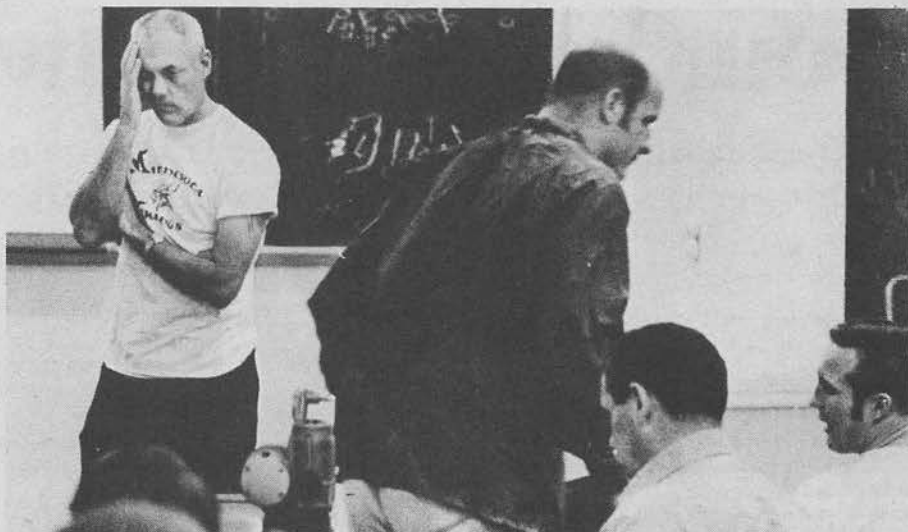
"If you're late to practice or a conference it'll be a \$50 fine for the first 15 minutes, \$100 for the first half hour and \$200 an hour thereafter.

"It's an automatic \$500 fine for anyone who loses his playbook and

LOU SABAN



Fran Tarkenton (10) and Norm Van Brocklin had their differences in Minnesota and eventually, the quarterback was traded and the coach resigned over them.



Lineman Jim Vellone is leaving the room while the teacher, Minnesota Coach Bud Grant, wonders if his students are learning this lesson well enough.

you're subject to fine or dismissal if you don't know the material in this book."

Tough?

Pete Perreault, a guard, emphasized that when he left the Bengals for the New York Jets—and gave thanks.

"Paul didn't treat us like dogs or anything like that," said Perreault, "but there was an atmosphere of fear all the time. He doesn't have any feeling for his players. He's friendly, but he doesn't get close to them. He's all business.

"You can't smoke in the locker room. You can't even bring a sandwich in. He told us, 'This isn't a restaurant. This is where football happens.'"

"The night before a game, whether you're at home or on the road, the whole team goes to a movie by bus. He checks you into the theater and he checks you out of the theater. Football isn't really fun with him. He pulls every last fibre out of you.

"He drains you completely."

Van Brocklin and Saban accomplish the same—with considerably more verbosity. Both are extremely emotional and tend to vent their anger as it overcomes them, letting the harsh words fall where they may.

Receiver Dale Long, who played under Lombardi at Green Bay before moving on to join Van Brocklin at Atlanta, put it this way about his new coach:

"I thought I left Lombardi when Green Bay traded me. But this man is Lombardi in disguise."

Emotion handed Van Brocklin his first setback in 1965 when he suddenly announced he was resigning his job with Minnesota. He changed his mind one day later, resumed coaching and then quit following the 1968 season when he found himself on different wave lengths than quarterback Fran Tarkenton.

"There never was any personal conflict between us, never a harsh word," Van Brocklin explained. "I did talk to Fran man-to-man about where his play and my theories differed but I always defended him in public.

"I always give my quarterback his head, but reserve the right to judge his work.

"The time came when my comments were not accepted. Fran started pulling away from me, and he took some of the players with him. When that happens there has to be a new deal."

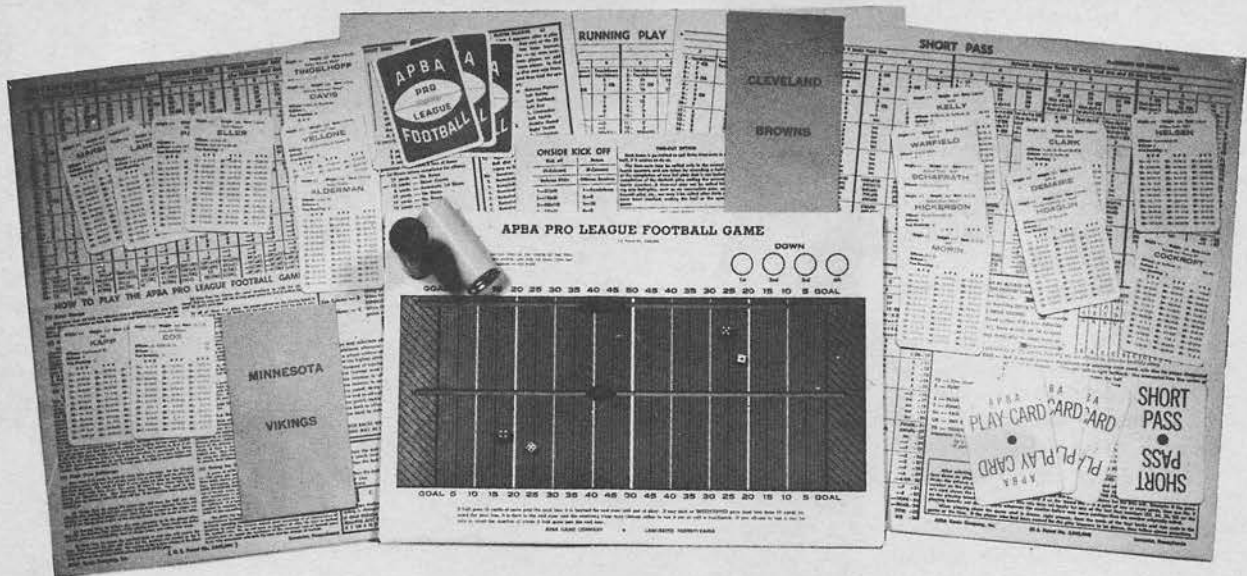
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# HOW LAMONICA LOST THE TITLE FOR THE RAIDERS

Oakland might have had a better chance with a healthy quarterback.

**M**inutes after George Blanda's 39-yard field goal attempt sailed wide to the right of the goalposts early in the third quarter of last season's American Football League championship game, Bob Svihus sat hunched over on the Oakland bench.

Daryle Lamonica, the Raiders' quarterback, had stopped briefly to talk with his coach, John Madden, then walked over to Svihus. From a distance it looked as if Lamonica, kneeling in front of Svihus and jabbing his fist into the air, was giving the left tackle a pep talk.

At that point, to be sure, Svihus needed something to boost his morale because Aaron Brown, defensive end of the Kansas City Chiefs, had been getting through, over, around and maybe even under him all day much to the chagrin of the 54,444 highly partisan fans in Oakland's Coliseum.

"I wanted to know what Brown was doing and I wanted to know if I could do anything to help Bob's angle," Lamonica explained later.

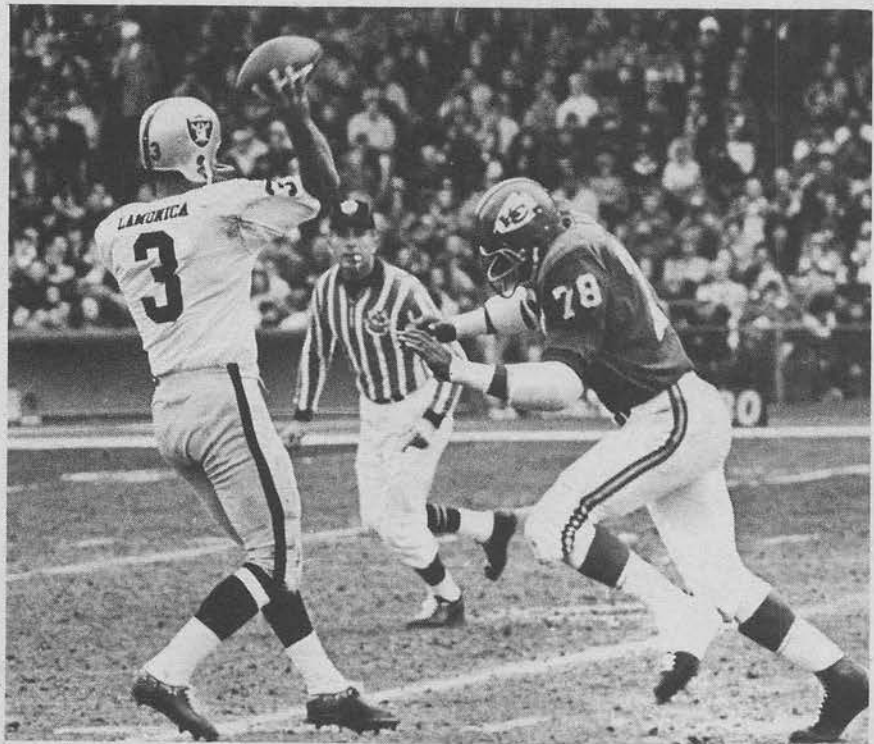
But Lamonica didn't have too much time to learn anything because Mike Garrett fumbled away the ball to Oakland's Tom Keating at the Chiefs' 33-yard line and it was the Raiders' turn again to try and break the 7-7 tie.

Two plays later, Lamonica, Svihus and the rest of the Raiders were wishing they had been able to figure out some way to neutralize Brown because as Lamonica followed through on a pass to Larry Todd his hand and his wrist collided with Brown's helmet.

At the time Lamonica didn't know that his exact injuries were stretched ligaments in his right wrist and a jammed thumb, forefinger and middle finger of his right hand. He just knew that the wrist and hand hurt, and he walked slowly off the field in severe pain.

Onto the field came Blanda, who was a pro quarterback when Lamonica was eight years old. Yet, although in his 20th year of pro football and 42 years old, Blanda firmly believed he could carry the Raiders into the Super Bowl.

But after throwing six passes—including two completions and



Bobby Bell gets set to dump Daryle Lamonica in the AFL title game.

one interception (to Emmitt Thomas in the end zone), Blanda lost his chance to prove it because Lamonica returned, sore hand and all.

"Daryle was hurt," Blanda was to say after the game. "He should have never come back in there. I might have moved the club after a while."

The propriety of the statement aside, Blanda raised an interesting point. No one will ever know what Blanda might have done, but Lamonica's performance in the rest of the game certainly left the situation open to speculation and Coach Madden to second-guessing.

There's no doubt that Lamonica was the man who sparked the Raiders' attack all year, an attack that wound up in a 12-1-1 record plus a ridiculously easy 56-7 rout of Houston in the semifinal playoff two weeks earlier.

In the 14 regular season games, Lamonica threw for a league high 3,302 yards and 34 touchdowns. Against the Oilers he added six more scoring passes. He wasn't as prolific in the team's two

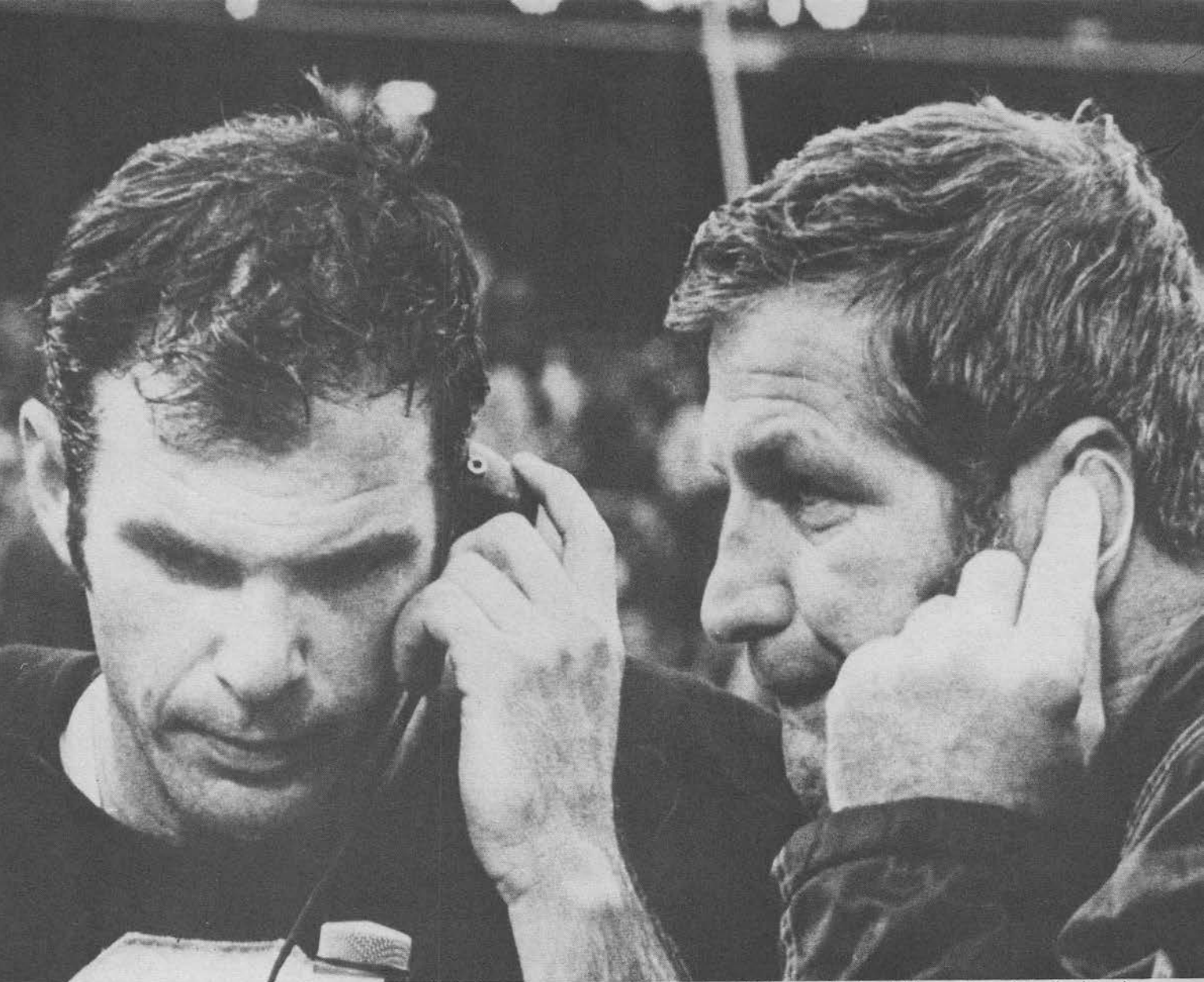
regular-season victories over the Chiefs (27-24 and 10-6) but he nevertheless was instrumental in the outcome of those important games.

Now, facing the Chiefs for a third time, Lamonica resembled the Player of the Year that he was, completing 11 of 17 passes with no interceptions in the first half. In the early minutes of the second half, though, before he was injured, the Raider sparkplug began slipping, completing only one pass in five for a pre-injury total of 12 for 22.

After he returned to the game, with 3:24 left in the third quarter, his passing record looked like this:

Incomplete to Charlie Smith, incomplete to Billy Cannon, incomplete to Rod Sherman, complete to Sherman, incomplete to Sherman, complete to Smith, incomplete to Sherman, interception to Jim Kearney, interception to Jim Marsalis, incomplete to Hewitt Dixon, interception to Emmitt Thomas, incomplete to Smith, complete to Pete





George Blanda (right) and Lamonica get help from the spotters. Blanda thought Lamonica should have stayed on the bench.

Banaszak, incomplete to Warren Wells, incomplete to Wells, incomplete to Sherman, incomplete to Cannon.

Total: 17 passes, three complete, three intercepted—and a 17-7 victory for Kansas City.

What particularly hurt the Raiders were the situations that existed when the three passes were intercepted. The first came when the Raiders had the ball at the Chiefs' 39. The second occurred on the first play after Oakland recovered a Kansas City fumble at the Chief 24. The third happened three plays after Oakland recovered a fumble at the Chief 31.

Never before in his three years as Oakland's No. 1 quarterback had Lamonica turned in such a disastrous performance. However, Madden refused to blame Lamonica's injury for the loss.

"We win or lose as a team," he said. "Remember, the Chiefs won without Lenny Dawson during the season. (He missed five games.) I'm sure Daryle's hand bothered him. It was hurt. But it's

no excuse."

Lamonica himself sort of blamed the injury but didn't blame the injury—if that's possible.

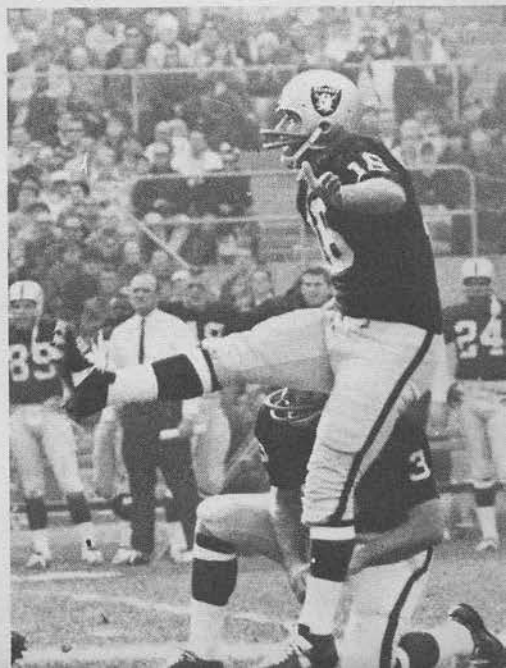
"The hand swelled and I couldn't close it all the way," said the candid quarterback who feels he's as good as any other man at his position in the game. "I threw some good balls after I went back in, but I banged it again after the first series.

"I could grip the ball, but to follow through you have to have zing on the ball and I couldn't do it all the time. I thought I could throw the ball well enough to get into the end zone, but I just couldn't. I felt I could have done the job. I simply failed to come through."

As for Blanda's charge that he never should have returned to the game, Daryle says:

"Maybe Blanda might have come in and won the game for us. You can't go by hindsight, though. I know George Blanda. He's a great competitor. I

Blanda was kicking pro field goals 20 years ago, when Lamonica was eight years old. He's been around.





Flanker Fred Biletnikoff caught 54 passes during the season but Lamonica only threw one ball his way in the title game.

respect him and I think he respects me. But I felt I could still throw. That's why I went back in."

Before or after the injury, Fred Biletnikoff didn't think much of the game Lamonica played. During the season Biletnikoff caught 54 passes, second most in the league, and scored 12 touchdowns on passes, second most in the league. But as far as Biletnikoff was concerned, he might as well have been at home watching the game on television for all the attention he got from Lamonica.

"All season," the brilliant receiver said, "Daryle threw to me, and some of my catches against Kansas City in the regular season were in critical situations. Then we're in the championship going for all the marbles and he throws only one ball my way—and that was underthrown. I was involved in just one other pattern and that time he threw to someone else."

"We played a good game in the first period and at the start of the second. Then Daryle just chucked the game plan and started throwing. I couldn't believe it. I guess he wanted to score fast, but that was a mistake. We played the way they wanted us to, not the way we're supposed to play."

In reply, Lamonica says, "He says I didn't throw to him enough and I can understand how he felt after the game. His number was called several times in the huddle. I'm the man who called it. He says he felt he was open. I'm sure he was, but what he might have failed to

realize is that although he was open I had a little company back there."

Actually Aaron Brown was a lot of company as were the rest of the Chiefs' front four. They constantly harassed Lamonica, getting to him four times for losses (Brown got him three of those times) and just missing in several other instances. In the end they all but put him out of action with the injury, which was nothing to laugh at.

As a matter of fact, doctors said that even if the Raiders had won the AFL title game Lamonica would not have been able to play in the Super Bowl against Minnesota. He also was forced to withdraw from the league's final all-star game. For two weeks after the battle with the Chiefs, Daryle wore a cast from his wrist to his elbow.

"I was afraid of permanent ligament injury," he says. "It was slow in responding. But then I started working with a punching bag and weights and I threw a football and now it's okay."

It has to be okay if the Raiders are to get a shot at the Super Bowl this season and if Lamonica is to prove there's no other quarterback more deserving of the No. 1 designation among pro quarterbacks. Last season one poll favored the New York Jets' Joe Namath over Lamonica as the No. 1 quarterback in the AFL.

"I feel that I'm a better quarterback than Joe Namath is," says the man who doesn't want a playboy image. "I feel I can beat him anytime we play, both in statistics and on the scoreboard. Of

course, I don't always do it, but that's the way I feel. I want to be known as the No. 1 quarterback, and you do that by winning."

Curiously enough, even though Kansas City won and Oakland didn't last season, Lamonica and not Len Dawson, the Chiefs' quarterback, was voted the league's offensive player of the year by a Kansas City sports organization.

"I was shocked when I first heard about it, but I was very pleased," Daryle says. "It meant a great deal to me because I had a pretty trying year. I had my ups and downs because of injuries."

"I hurt the same wrist on Brown's helmet in the exhibition opener. Then I pulled a hamstring against the 49ers and later on there was a torn muscle, an injured shoulder, a virus that put me in the hospital before a game with San Diego, a muscle spasm, an injured left shoulder and four ribs that had to be taped up before a game with Cincinnati late in the year."

"It was one little injury after another. I fought it all the way. I was really elated about getting that award. But I accepted it not so much for me but for my teammates. We win or lose as a 40-man squad."

There are, however, some of those 40 men who feel the last American Football League championship game was lost not by all of them but by one man—Daryle Lamonica. ▲





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**I**t was a long and glorious ride.

Then the Chicago Bears hit bottom.

The mighty Chicago Bears. Monsters of the Midway. Professional football's proudest, most storied team.

But in its 50th year, it fell apart. Pride became discontent. Desire became dissension. Leadership became uncertainty.

And, George S. Halas, sole survivor of the little group of men who on Sept. 17, 1920, sat on running boards at the Huppmobile agency in Canton, Ohio, to form the American Football Association (later to become the NFL), climaxed the season of discontent by using an off-color word to emphasize his disdain for critics of his team.

George S. Halas. He's 75 now, and since organizing the Decatur Staleys in 1920, his reign has been unchallenged in pro football.

To capsule some of the glory which has come to Halas and his Bears:

—Only in nine of 50 seasons have they played under .500 football.

—Thirty-four finishes have been third place or higher.

—Twice, they won 18 consecutive games.

—They're tied for most consecutive regular season victories without defeat, 24.

—Forty one different Bears have won all-NFL honors, and when pro football chose its all-time team last year, the following Bears were honored: First team—Gale Sayers, halfback; Runners-up—Bronco Nagurski, fullback; Red Grange, halfback; Mike Ditka, tight end; Danny Fortmann, guard; Clyde (Bulldog) Turner, center; Joe Stydahar, tackle.

—Eight Bear teams have won pro championships, the most recent in 1963.

Remember the T-formation and how the Bears used it to stun the sports world and bury the Washington Redskins, 73-0, in the 1940 championship game?

Remember Clark Shaughnessy, the wizard strategist? And Ralph Jones? And can pro football fans forget the heroics of quarterback Sid Luckman, who, on Nov. 14, 1943, became the first to pass for more than 400 yards in a game (433, against the New York Giants).

The list of Bear heroes is long.

In the 20s, there was Halas, the player-coach who grabbed a fumble and raced 98 yards for a touchdown. That run stands as the oldest NFL scoring record.

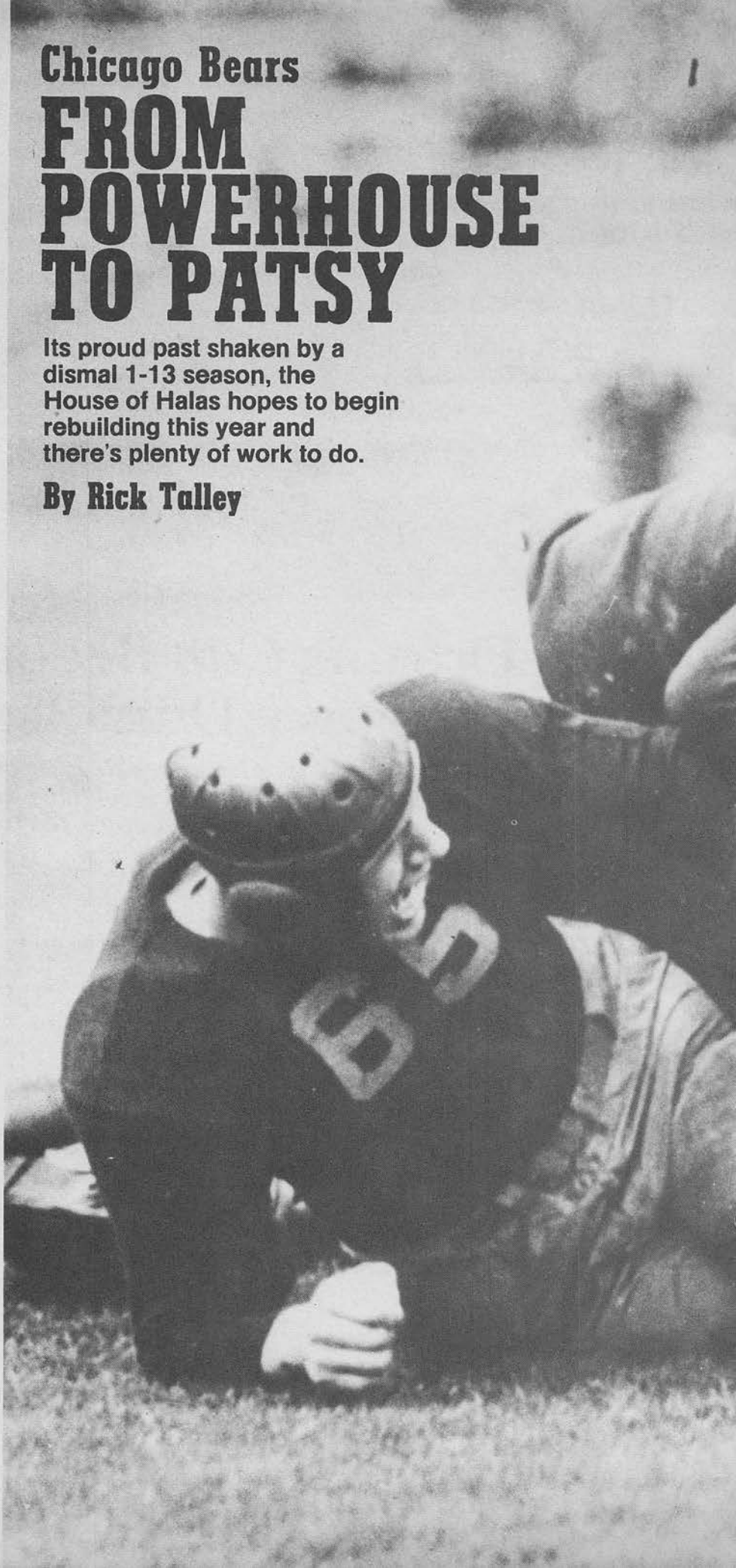
Too, there was Jimmy Conzelman, and Paddy Driscoll, and Guy Chamberlain, and Red Grange—the Galloping Ghost who quit the University of Illinois to sign a Bear contract in 1925.

In the 30s, when the Bears won the 1933 title but lost in 1934 with what

# Chicago Bears FROM POWERHOUSE TO PATSY

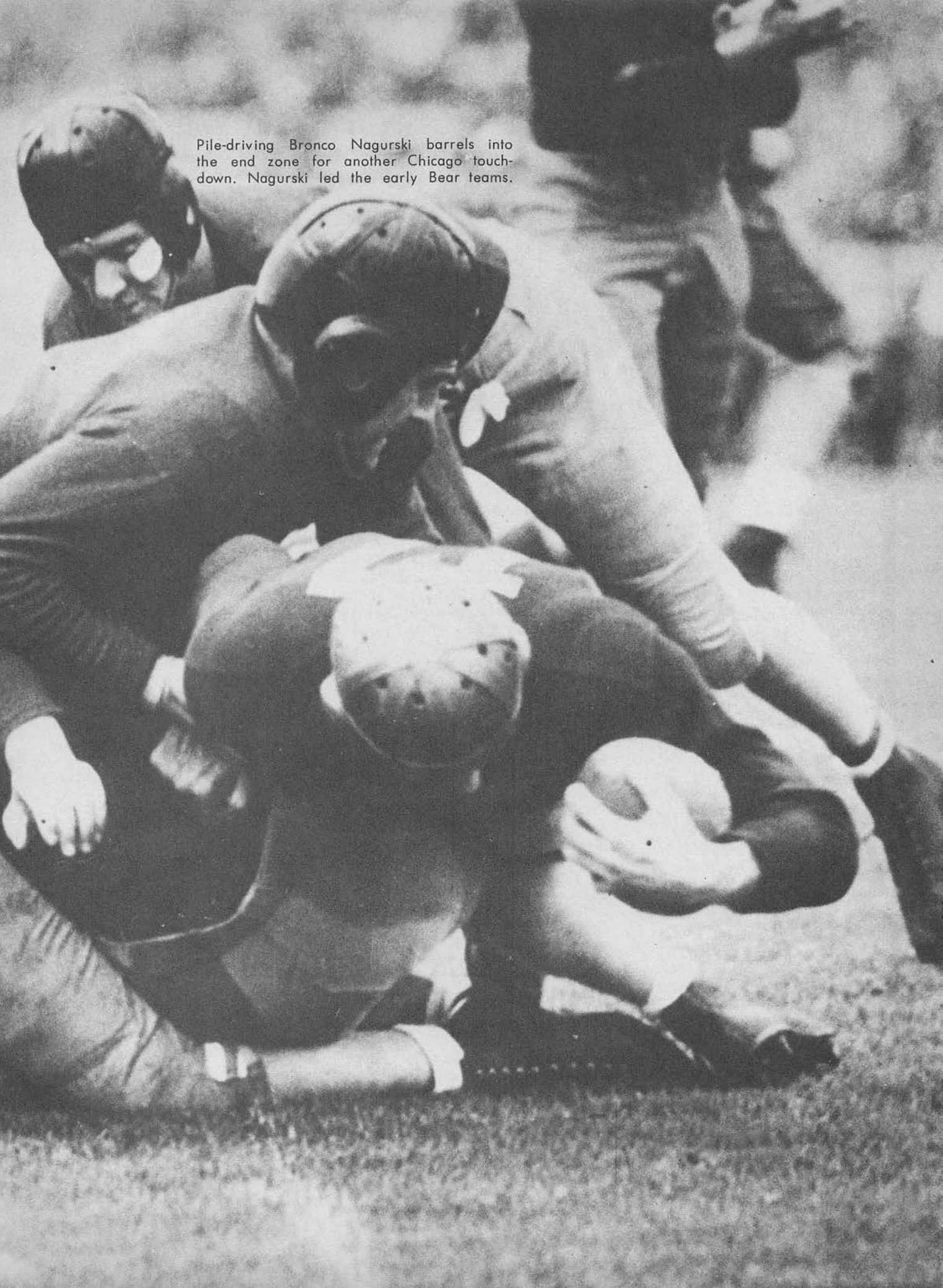
**Its proud past shaken by a dismal 1-13 season, the House of Halas hopes to begin rebuilding this year and there's plenty of work to do.**

**By Rick Talley**





Pile-driving Bronco Nagurski barrels into the end zone for another Chicago touchdown. Nagurski led the early Bear teams.





George Halas was one of the founders of the National Football League and his Chicago Bears have always been a powerhouse team. But the glory years are behind them and the taste of ashes was thick in last year's 1-13 record.

may have been Chicago's greatest team, there were such greats as Bill Hewitt, Stydahar, Fortmann, Beattie Feathers, and that fullback, Nagurski.

It was Nagurski who blocked ahead of Feathers when he set a all-time (then) ground-gaining record of 1,004 yards in 101 carries in 1933.

There are many who maintain the Bears of 1934 were the best of all—winning 33 without defeat, including exhibition games, only to lose, 30-13, to the Giants in an historic slippery-surface “tennis shoe” title game at the Polo Grounds.

In the 40s, Chicago fans cheered Bill Osmanski, George McAfee, Luckman, Ken Kavanaugh, Ed Sprinkle, George Connor and others.

And, in that decade, the Bears ruled. They won world championships in 1940, 1941, 1943, and 1946.

Bill George, Joe Fortunato and Willie Gallimore starred in the 50s. And, Harlon Hill, and Bobby Layne. But there were no more championships until 1963, when the great Bear defense allowed only 10 points per game.

The 60s. The decade of Sayers, and Dick Butkus; and before them, Johnny Morris, Doug Atkins, Bill Wade, Larry Morris, Ditka, and others.

A proud heritage. Then came 1969, the season of discontent. The worst season in the history of the Bears (1-13).

It was painful—for the players, the Bears' management, and most of all, for the fans.

What happened? How did the Bears tumble from powerhouse to patsy?

It didn't happen overnight. What happened to the Bears in 1969 had been building. There had been rumbles.

“The Bears really started downhill when the American Football League started bidding for players,” says George Blanda, ex-Bear quarterback who extended his career with the AFL. “Halas wouldn't pay the big prices for enough players. Sure, he got Sayers and Butkus—but he lost a lot of draft choices, too, because he didn't want to pay.”

The Bears did lose draft choices. They also lost discontented veteran players who couldn't get along with the Halas management. Doug Atkins, for one. Mike Ditka, too. Richie Petitbon, and Davey Whitsell. Andy Livingston and others. Then, there was the case of George Allen, a Bear assistant coach who had to fight a Halas lawsuit before he could leave to become head coach and general manager of the Los Angeles Rams.

The foundation had been weakened before 1969. Then came the flood of disaster.

Discontent preceded the season. George Seals, 278-pound guard, was fined \$7,400 (\$200 for each day he missed practice, totaling \$4,000, and \$1,000 for each pre-season game missed) after an abortive contract holdout.

Then came the season and here's what happened:

Green Bay 17, Bears 0—Jack Concannon played quarterback, after winning the job from Virgil Carter in exhibition games, and the Bears had

little offense.

St. Louis 20, Bears 17—Mac Percival missed a 25-yard field goal on the final play which could have tied the game. The Bears were plagued by penalties and mistakes—including a center snap by Mike Pyle which went straight up. It missed Concannon, who had turned to look into his backfield, and landed in linebacker Larry Stallings' arms. He ran 62 yards for a touchdown.

New York 28, Bears 24—Joe Morrison scored on a TD pass with 59 seconds remaining, and there wasn't a Bear defender within 20 yards of him when he caught the ball.

Minnesota 31, Bears 0—Chicago could mount no offense and afterwards, Sayers said: “We just got the hell beat out of us.”

Now, the criticism from Chicago newspapers began. Bench-warmer Virgil Carter spoke openly about “not getting a chance” and one newspaper, Chicago Today, quoted a former Bear player as saying about quarterback coach Sid Luckman:

“I can't think of one quarterback in the last 10 years who felt Luckman served a useful purpose.”

Carter, in private, said this about volunteer coach Luckman, who was considered a valuable aid by head coach Jim Dooley:

“Jack Concannon and I have a private joke about Luckman,” said Carter. “When Bobby Douglass came to the Bears from Kansas, he could throw a spiral pass. Then Sid got hold of him.”

Carter continued: “When Sid gets the quarterbacks into a strategy meeting, he says something extraordinary like: ‘Hit the man when he's open.’”

Spiral or not, Douglass was named

(Continued on page 18)

RED GRANGE



SID LUCKMAN





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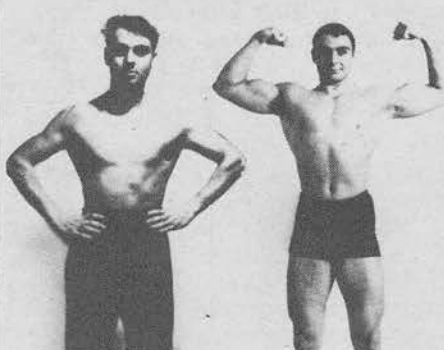


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Mr. Jack Seiler After Telepander Training Chest: 46" Biceps: 16" Calves: 14" Thighs: 25"

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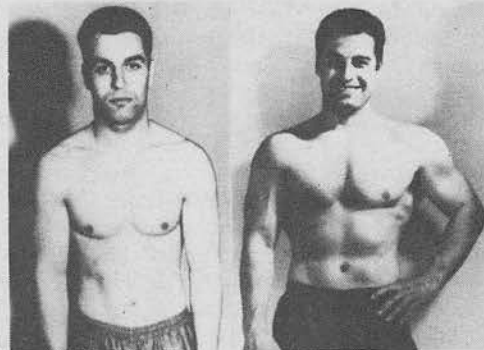


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Mr. M. Addas only a few weeks after starting the Telepander Training Program

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## POWERHOUSE TO PATSY

(Continued from page 16)

that week to succeed Concannon at quarterback.

Los Angeles 9, Bears 7—A fine effort wasted by Chicago when rookie Douglass threw an interception, on first down, with just 2:44 to play and the ball approaching field goal range at the Rams' 34-yard line.

Minnesota 31, Bears 14—Guard Howard Mudd joins team, coming from 49ers in trade for Roosevelt Taylor. The Bears lost, however, because of mistakes. Blitzes backfired, penalties killed drives, and once, because of having 12 men on the field, the Bears lost a field goal.

Following this loss, Chicago football writer Ed Stone wrote a critical two-part story about the Bears—emphasizing such future needs as (1) leadership which Dooley wasn't providing (2) Less interference by owner Halas (3) A more realistic approach to trades (4) A re-shuffling of the coaching staff.

One day later, Stone walked into the Bears' locker room after practice at Wrigley Field and was confronted by an angry Dooley, who grabbed him by the shirt and said: "I'll show you how gentle I am. You're a leech. I don't want you in this locker room anymore."

Two days later, the Bears won their only game of the season, 38-7, over weak Pittsburgh, and the defense played well.

Dooley, though, wasn't finished. On Tuesday after the victory, he benched pass receiver Dick Gordon because of "lackadaisical attitude and poor blocking." Gordon, who had been involved in several contract disputes with management, was also criticized for wearing mod clothing and long hair.

Atlanta 48, Bears 31—The pass defense surrendered completely and it was the low point of the season. Record: 1-8.

Now there was talk of dissension—and the club was struck another blow by the hospitalization of running back Brian Piccolo. It was later determined he had cancer.

Baltimore 24, Bears 21—Penalties and mistakes again hurt the Bears, but they were in position to win when Douglass threw a fourth-quarter interception in Baltimore territory.

Cleveland 28, Bears 24—Bill Nelsen riddles Bear pass defense by reading blitzes. The Bears now have scored 38, 31, 21, and 24 points in last four games, only to lose three.

San Francisco 42, Bears 21—Carter starts first game of season, completes 31 of 49 passes for 401 yards and two touchdowns—but, with Butkus injured, the Bear defense is inept.

Green Bay 21, Bears 3—Carter started and did little during 0-0 first half. Then Dooley benched him in favor

of Douglass, who did little in second half.

Afterwards, in the locker room, Carter exploded.

He called coach Dooley a "liar" and said: "He didn't have the guts to tell me why he was taking me out."

Halas responded the next day by fining Carter \$1,000 and suspending him for the final game. Carter, heretofore a well-mannered, quiet Mormon youth from Brigham Young, responded with some more comments about the Bears' mismanagement—and Halas promptly threatened to sue him if he didn't shut up.

This was the week, too, that Butkus said his contract was ending and he might consider other offers because he was "tired of playing with a loser."

Detroit 20, Bears 3—In the finale, Concannon started again, after a nine-game layoff, and was inept. Wrigley Field sounded with boos and fans sang "Goodbye Dooley" and "We Want Carter."

After the game, Concannon said to teammates: "There's a party at my house. It's a going-away party for me, but you don't have to bring any presents."

Other Bears, including Gordon, Seals, tackle Dick Evey, end Austin Denney, and of course, Carter, expressed doubts about whether they'd be returning for 1970.

That's how it ended.

Fans promptly called a "Moratorium on Losing" and staged a demonstration in front of the Bears' offices.

"We're simply tired of losing," said season ticket holder Ron Miller, a Chicago insurance man.

Other fans tried writing letters—suggesting the (1) firing of Dooley (2) sale of the franchise, and other drastic measures.

The Bears, however, did not change head coaches. They did not even consider selling the 50-year-old franchise.

Instead, Papa Bear Halas stood at the club's annual homecoming party in the Conrad Hilton hotel and said:

"All many of these so-called sports writers know about football is that it is an oblate spheroid."

He called criticisms of the way he runs the Bears as "the greatest character assassination perhaps in the history of the sport," and said stories about discontent among players were "dandies full of quotes and misquotes . . . a whole sack full of lies."

"There is one way to describe the stories," said Halas. "In 1920 I was hurrying to work at the Staley plant in Decatur. A newsboy hollered, 'Paper, mister?'"

"When I told the newsboy that I couldn't read, he said 'then smell it, it's



Halas coached the Bears to eight NFL titles and celebrations were routine.



Jim Dooley (left) was named to succeed Halas in 1966 but hasn't been a success.

all bull . . . anyway."

Since then, the Bears have made changes—hoping to rise and rebuild their once-proud football dynasty.

They elected to bypass a chance at quarterback Mike Phipps and go instead, with Douglass. They swapped that No. 1 draft choice to Green Bay for halfback Elijah Pitts, linebacker Leroy Caffey, and offensive lineman Bob Hyland.

They also traded offensive tackle Rufus Mayes to the Cincinnati Bengals for defensive lineman Bill Staley and Harry Gunnar. Then, they traded their No. 2 draft choice to Dallas for running back Craig Beynham and defensive back Phil Clark.

Tight end Jim Hester came from New Orleans in exchange for lineman Lloyd Phillips.

The coaching staff, too, felt a shakeup—as Jimmy Carr, coach of defensive backs, resigned to take a job with the Philadelphia Eagles. Don Shinnick, ex-Baltimore linebacker, became assistant defensive coach—and Perry Moss came to Chicago to coach the quarterbacks and serve as offensive backfield mentor.

Luckman and Ed Cody, two of Dooley's offensive counselors in 1969, will be reduced to lesser roles in 1970.

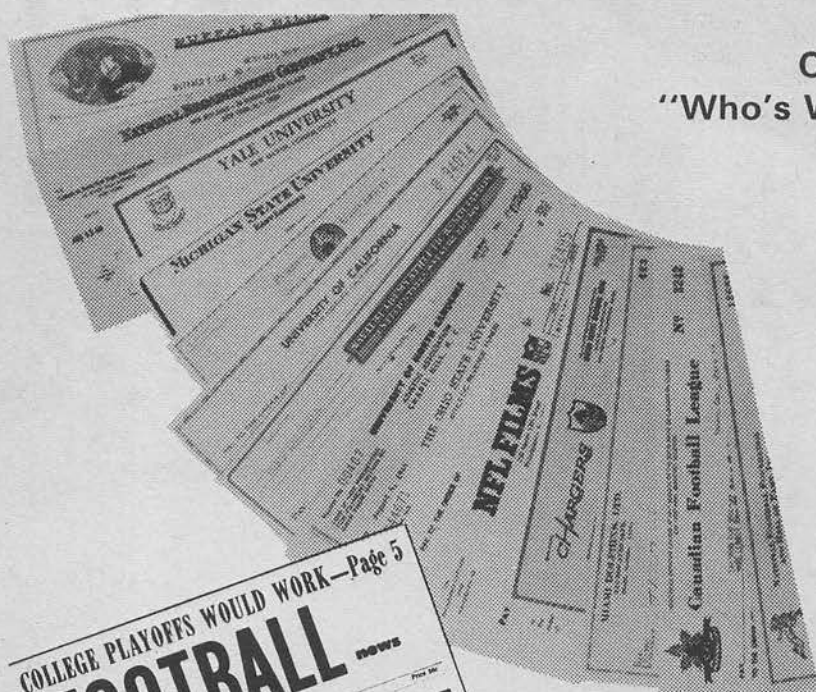
Whether the new personnel and the coaching changes will revive the Bears is a question. Right now, they're sleeping. Soundly. That's because in their 50th year, they went into hibernation. ▲



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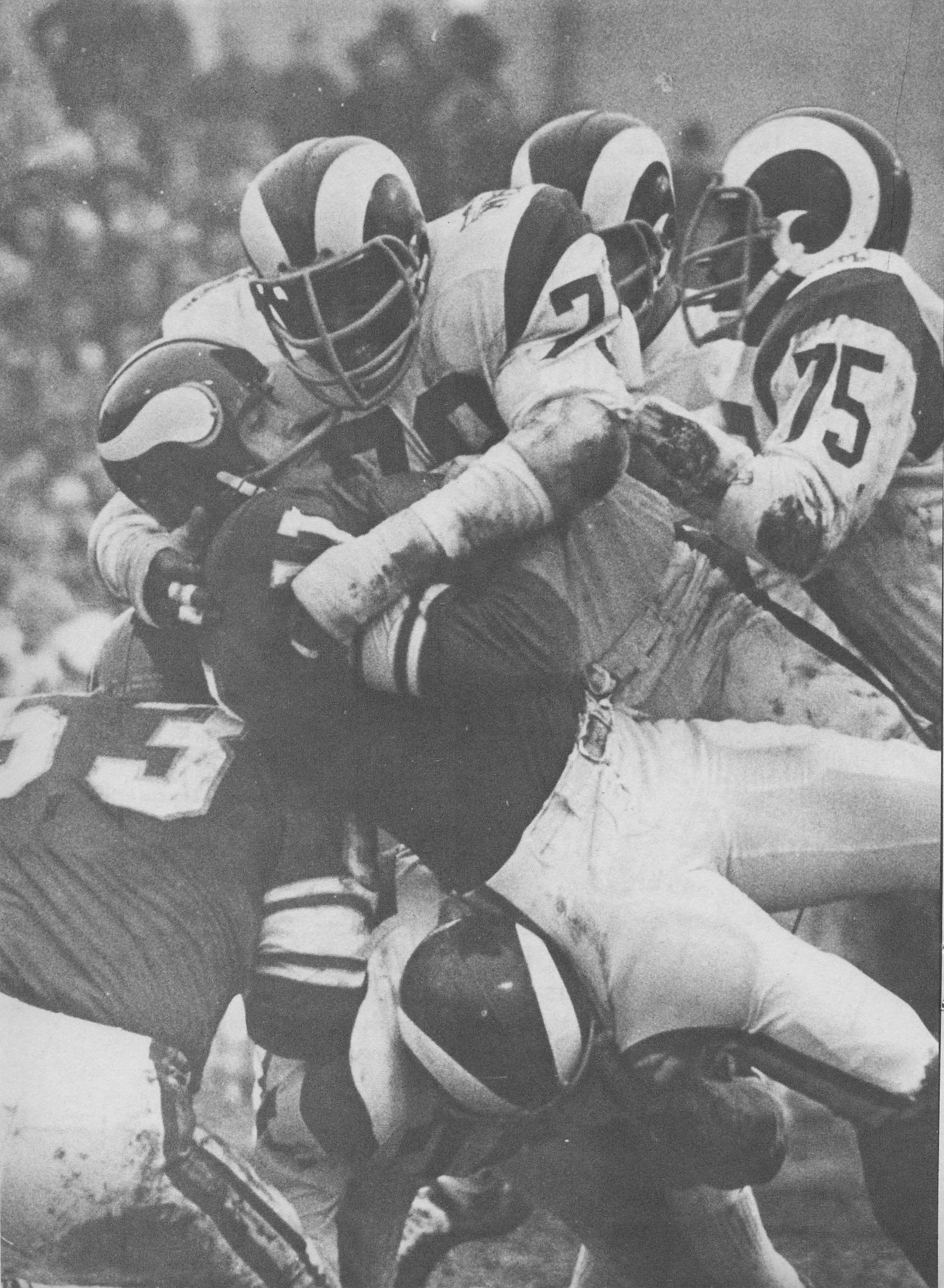
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**Joe Kapp**

# BRUTAL AS A BAR-ROOM BRAWLER!

**The Viking quarterback is as tough as they come both on and off the field. Don't mess with him or you might come out second best.**

**By Hal Bock**

**T**he long, deep scar that decorates the right side of Joe Kapp's chin couldn't be more perfectly placed. It completes the picture, much like the final touch an artist might put on a landscape painting of the Rocky Mountains.

That scar gives Kapp the look of a guy with whom you wouldn't want to mess and that's precisely the case with this determined man who calls signals for the Minnesota Vikings. Kapp is the kind of player you want on your side when the rough stuff starts.

Half-Mexican, half-German, all

business, Kapp spent his formative pro football years playing in Canada. That's where he developed his to-hell-with-it attitude and also where he got his scar.

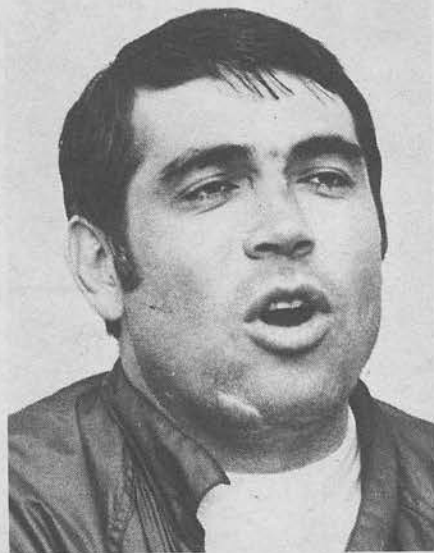
There are a number of versions of the scar story. One has Kapp being cut while in a bar by an irate fan who was armed with the jagged end of a busted beer bottle. Another has Kapp tangling with a teammate. And still another would even have you believe that Kapp got hit while an innocent bystander to a battle between two other guys. Those who've watched Kapp in action, however, snicker at the thought of Joe being an innocent bystander to any brawl. Whatever the origin of the wound, it took 110 stitches to put Kapp's chin back together again.

"I know I look like I got kicked in the face," says Kapp, "but it didn't quite happen that way. Let's just say I once bumped into a crazy Canadian. Is that enough?"

That crazy Canadian, whoever he was, left Kapp's face looking like chopped meat but he couldn't cut the hell-bent attitude out of Joe. That was something that developed in eight years of playing football in Canada's Western prairie land.

"You learn something about Canadian football right away," remembers Joe. "You don't mess with the fans. When you play in Regina, you keep your helmet on all the time. In Moose Jaw and little places like that . . . they take their football pretty seriously."

So does Kapp. His intense pride in his



Scarred Joe Kapp has taken his lumps but he always comes back for more.



Coach Bud Grant (right) first noticed Kapp (left) in Canada and wanted him for Minnesota.

Kapp (11) hurtles through the air against Los Angeles. He challenged the Rams huge front four in his very first game.





work once caused an after-game fight with Minnesota linebacker Lonnie Warwick. Kapp was miffed at his own performance, blaming a Viking loss on himself. Warwick, who's just as big and tough as Joe, told the quarterback to forget it, that he wasn't to blame. One word led to another and pretty soon they were belting one another.

But belting is Joe Kapp's way whether he's working over teammates or the opposition. "Football," he says, "is nothing but an honest brawl." Then a twinkle creeps into his weather-beaten face. "I just like to run over people."

That's exactly what Kapp did in the NFL title game last winter. He was on one of those quarterback rollouts that send coaches into cold sweats. Suddenly, looming in front of him was Cleveland's massive linebacker, Jim Houston. Kapp is 6-3 and 215, ruggedly built and the possessor of a pretty good mean streak. So he simply ignored Houston's obvious physical advantage—big Jim is about 30 pounds heavier—and bowled him over. Kansas City players watching films of the collision as they prepared for the Super Bowl game against Kapp and the

Vikings last January, couldn't believe their eyes.

"The quarterback is usually the least physical player but there was Kapp sacrificing himself for the good of the team," said Buck Buchanan, Kansas City's big tackle.

"We watched films of the Vikings-Cleveland game and when we saw Joe roll out, we kind of laughed—then Joe's knee caught him in the head and Houston just collapsed. He was knocked out—like right now."

The thing about the Kapp-Houston collision was that Joe could have easily avoided it by skipping out of bounds. He was close enough to the sidelines to get there. But he chose instead to plow right into Houston, figuring he'd be the one to get up off the ground.

"The quarterback is doing this?" said Buchanan, wondering about Kapp out loud.

It might have surprised some people to see Kapp barrel into Houston but not the Vikings and their coach, Bud Grant.

"We knew they had hit pretty hard and we didn't know about Houston but we knew Joe would get up," says Grant. "He took a pretty good lick. We could

tell that when he came back to the bench. But that's the way he is. He always gets up."

And without anyone's help too, Grant might have added. Kapp proved that he needed no assistance in the NFL playoffs two seasons ago. The Vikings were still a year away and a bit overmatched in their divisional showdown against Baltimore. The Colts beat them on the scoreboard and on the muddy turf of Memorial Stadium. It was a brutal, physical game with Kapp on the receiving end of most of the punishment.

Still, the Vikings were in the game, trailing 14-0 when Kapp faded to throw a pass. The Colts were blitzing and shot through Minnesota's defensive line. Most of Bubba Smith's 295 pounds fell on Kapp, jolting the ball loose.

Mike Curtis grabbed the ball and raced 60 yards for the TD that put the Vikings deeper in the hole. While the Colt linebacker was racing towards the goal line, Kapp was laying on his side, watching helplessly.

Billy Ray Smith, who had spent most of the afternoon trying to separate one part of Kapp from another, reached down to offer a helping hand to the fallen quarterback.

For a fraction of a second Kapp began to accept the offer of aid. Then he realized whose hand it was and brushed it away, scrambling up without help. Smith shrugged but was quite impressed.

"He was on the bottom of the pile," recalls Billy Ray. "He was caked with mud from head to foot and he was bleeding. I felt sorry for the guy even though he was the quarterback, and I offered him my hand to help him up."

"You know what he did? He slapped it away and said, 'Take your blankety-blank hand away you blankety-blank Colt.' Boy, I thought, that's some tough guy."

That's Joe Kapp's way. This quarterback wants no quarter from the enemy and gives none to them. He proved that in the very first series of plays he called for the Vikings after coming to the NFL in 1967 following eight rough-and-tumble seasons in Canada. Minnesota was playing Los Angeles and trailing badly when Kapp went into the game.

Kapp barked out a play in the huddle and the Vikes broke to the line of scrimmage. Across the line stood the Rams' front four—an imposing mixture of speed, muscle, power and brutality named Deacon Jones, Merlin Olsen, Lamar Lundy and Roger Brown.

Kapp ducked in behind center Mick Tinglehoff and the Vikings set at the line, waiting for the familiar jumble of numbers that is part of football's signal calling. Instead they heard something much more startling.

Kapp was peering across the line at

Aaron Brown (87) jarred Kapp in the Super Bowl game and knocked Joe out of commission. Brown also disabled Daryle Lamonica in the AFL title game.





Kapp completed only 120 passes last year and was ranked 10th in the NFL. But the other 9 guys missed the Super Bowl.

the Rams' line. A sneer curled on his lips and he snarled at them. "OK, you blankety blanks, let's see how tough you are."

Antagonizing any pro front four, especially the Rams' Fearsome Foursome, is not a recommended tactic in the quarterback's handbook. But Kapp had a reason for challenging them.

"A couple of oaths at the line of scrimmage is one of the ways a quarterback can tell those big monkeys across the way that he's not frightened," Joe said. And if there's one thing Kapp is not, it's frightened, of anything or anybody. Pete Newell, general manager of the San Diego Rockets of the National Basketball Association, can vouch for that.

Newell was coach of the University of California basketball team some years

ago and Kapp, who quarterbacked Cal's football team into the Rose Bowl, was a member of the squad. The club was in New York for a tournament appearance around Christmas time.

If you've ever been in New York around Christmas time you know how tough it can be to catch a cab. Well some of the Cal players were learning first hand when a taxi finally pulled up. But before the players could get in, two men came out of a nearby bar and jumped in ahead of them. Let Newell tell the rest.

"Joe Kapp was the first one to react," recalls Newell. "You might say that he physically removed them from the cab. Then other people poured out of the bar and here was my basketball team involved in the damndest skirmish you ever saw.

"Here we were on Christmas Eve

away from home caught up in a street fiasco. It was an incongruous picture. And right in the middle of it was Joe. He was enjoying every minute of it."

Kapp, of course, was a brawler even at California. Newell liked to call Joe his equalizer.

"If someone was roughing up one of our players," recalls Newell, "Kapp would approach that party at halftime to tell him that he didn't appreciate it. This was done unbeknownst to me. Joe wasn't looking for anything physical, but he was available if it came to that. He was our watchdog."

Basketball wasn't Joe's game though. Football was. When he graduated from Cal, Kapp was drafted 18th by the Washington Redskins, which wasn't the biggest compliment in the world because the draft only had 18 rounds in those days. Then to compound the





Kapp likes to run with the ball—a maneuver that isn't recommended for quarterbacks. But hitting is Joe's way.

insult, the Skins never even approached Joe. They thought he was wrapped up for Canada but Joe denies this. It was only after the snub that Kapp, who isn't one to go helmet in hand to anybody, headed North of the border. "I was mad," he has said. "I wanted to play in the States."

Jim Finks, who then worked for the Calgary Stampeders, brought Joe to Canada and Kapp flourished under the wide-open Canadian brand of ball.

In his second season with Calgary, Joe had his knee torn apart and Finks, figuring the injury would end his effectiveness, traded him to Vancouver. That was a mistake because he played six more seasons in Canada, completing his career with 22,725 yards passing and 137 touchdowns. Some of that yardage came against Bud Grant-coached teams and Grant learned to respect the tough

guy who always seemed to be wearing the other team's jersey. When Bud came south to join Finks in Minnesota, the two of them decided to get Kapp.

"The first thing we had to do," says Finks, "was to make a deal with Vancouver for Kapp's rights. Step No. 2 was to get all eight teams in the Canadian League to waive on him. We had to make a few promises to the Canadians for this favor and we have kept our word. Step No. 3 was to get a contract Kapp had signed with Houston of the American League thrown out. It was illegal and football commissioner Pete Rozelle ruled in our favor. Step No. 4 was to get Kapp signed."

Joe had expressed a desire to leave Canada but he wasn't coming home for peanuts. Finks had to pay dearly for his services but he's never regretted the deal.

In Kapp's first season, a get-acquainted kind of campaign, the Vikings struggled to a 3-8-3 record but Joe won the respect of his teammates. Tinglehoff marvels at his resiliency. "He always bounces and he won't back down to anyone."

Kapp led the Vikes to the Central Division crown in 1968—they lost to the Colts in the playoff during which Joe refused Billy Ray Smith's offer of help. Then came 1969 and almost all the marbles for Minnesota. Kapp led the team to the Division and NFL crown before losing to Kansas City in the Super Bowl.

The loss to the Chiefs didn't sit well with Joe and don't bet he won't be back in the championship game this January, aiming to square matters.

Kapp has a way of a way of getting even—just before he goes on to win. ▲

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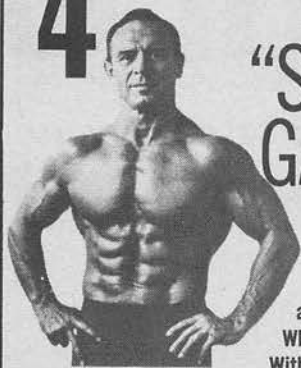




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# Dawson vs. Namath... **SUPER BOWL HEROS**

*The Chiefs and Jets won the last two Super Bowls mostly because of their passers—conservative Len Dawson and flashy Joe Namath.*

Super-Chief Len Dawson completed 12 of his 17 passes in Kansas City's championship dissection of Minnesota.





**L**en Dawson and Joe Namath are both Super Bowl heroes with insecure knees that make every play an adventure. That's where the similarity ends.

Dawson, the mechanic who keeps Kansas City's well-oiled offense in working order, is the conservative, family man. Namath, on whom so much of the New York Jets' attack depends, is the flamboyant, mod star, who thrives on controversy.

And it was controversy that sent these two star quarterbacks into the Super Bowl pressure cooker on consecutive years with a ton of tension weighing them down. For Namath, the pressure was self-inflicted, the result of a Super sound-off two days before the 1969 game in which he confidently

guaranteed that the Jets, 17-point underdogs to the Baltimore Colts, would win. For Dawson, the pressure hit the day Kansas City arrived in New Orleans to work out for the 1970 Super Bowl. His name was linked to a federal gambling probe following the arrest of a big plunger.

So the two underdog quarterbacks went into pro football's glamour game sharing similar situations. Namath knew that if he didn't produce, the public would make him eat his boastful words and Dawson knew that any mistakes he made combined with the previous week's headlines could cause fans to begin to lose faith in him, the Chiefs and pro football.

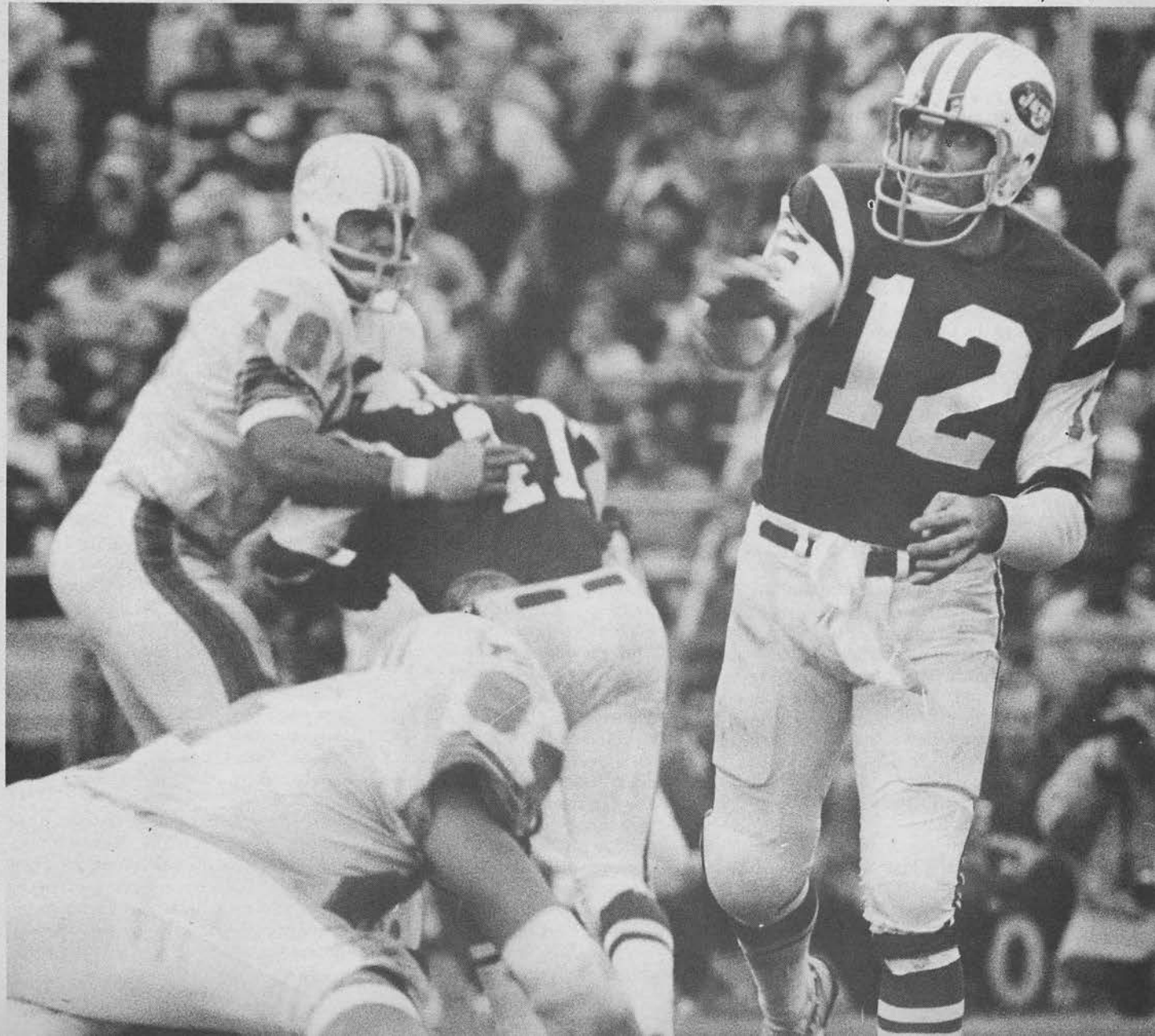
The pressure was thick all around them, but you'd never know it. Both Namath and Dawson came through and

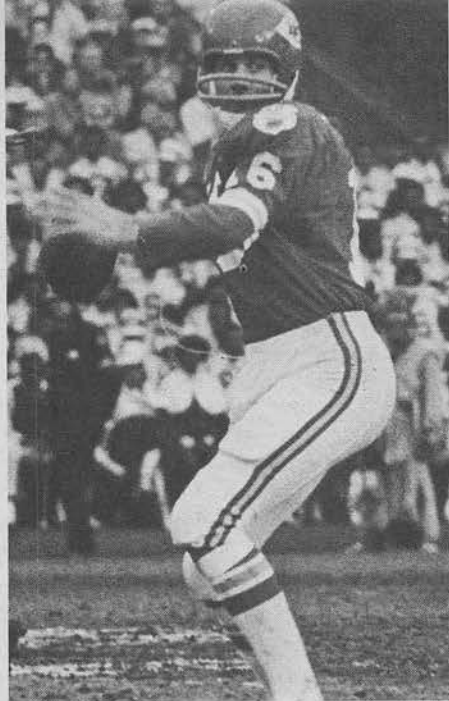
won their games—major upsets over supposedly stronger opponents from the National League. It was no surprise to those who know these two best because Namath and Dawson are tough guys who get going when the going gets toughest.

The new season begins, but these two will have to be remembered. In some ways they're alike. The knees, the football intelligence, the strength to face adversity and the character to overcome.

In other ways they are as different as salt and pepper. Joe Namath, perhaps, stands alone, scorned by many who never met him, hated by many who try to read between the lines, resented by many who don't understand his philosophy on life. But he shares one thing with Dawson. Both are envied by

Baltimore tried to button Joe Namath's lip but it was the Jet quarterback's arm that passed for 206 yards.





Namath watched KC pick the Vikings apart and admired Dawson's job so much that he showed up at a TV show wearing a red coat, "in honor of the Chiefs."

many who would like to be the quarterbacks they are.

Dawson is the Madison Avenue type. Perhaps one story that occurred during the week before the game explains fully the quiet man once described by a commentator thusly: "Dawson is as sparkling as a piece of wet liver."

"I cried all week after I found out (about Dawson's implication by association in the gambling probe)," Dawson's wife, Jackie, said. "Lenny called me before he announced anything to the press and told me not to worry. I told him I was all right and to give them hell. *Len would never use the word hell.*"

The contrast of the two men, the only American Football League quarterbacks who will have won in the Super Bowl . . . we now have one big, happy league and two conferences . . . is startling. Note their attire when they met on a television show in New York this year:

Joe, his long curly hair and matching sideburns, was dressed for the color tubes. Beneath a deep red doublebreasted sports jacket with eye-catching gold buttons, there was a navy blue shirt and a simple white tie. Dropping down from his colorful panorama were yellow slacks and brown shoes. Occasionally, a peek of blue socks could be seen.

"The red coat," Joe smiled, "is in honor of the Chiefs."

Dawson looked like someone from the Little Sisters of the Poor when he stood beside Namath though he wore a neat green silk suit, a green and gold striped tie on a white shirt, black socks, black shoes. He said he wasn't dressed like Joe "because I can't afford it."

But don't begin to feel sorry for him. His possessions don't equal Broadway Joe's empire. But what he owns is solid. There's a sleepaway football camp for boys, for example, and a TV sportscasting program, a book on the techniques of quarterbacking. All this was *BEFORE* the Super Bowl. He's had a busy, busy off season. The payoff for being the MVP in the Super Bowl is lucrative enough to buy a red doublebreasted sports jacket—but he wouldn't wear it.

Someone once mentioned that Namath, in his preparations for the Jets' 16-7 victory over the Colts two years ago conceded that Dawson should be included in the ranks of the AFL's top quarterbacks. That was when Joe happened to mention that the AFL had better quarterbacks than Earl Morrall, the NFL's MVP and the Colts' starting quarterback. It was the beginning of Joe's week-long psychological attack on Baltimore and the world.

Namath had confidence oozing from every pore from the moment he and his roomie, defensive back Jim Hudson, checked into the swank Governor's suite at the Galt Ocean Mile Hotel in Fort Lauderdale. A Jet spokesman was forced to explain, "We don't give Namath preferential treatment. He's paying extra for that suite."

He paid a little extra for dinner one night that week too, but it was worth it. Out on the town, Namath bumped into the Colts' huge Lou Michaels, who may not be but certainly seemed twice Joe Willie's size. Instead of engaging in light chit chat, Namath told Michaels how the Jets would grind up the Colts and almost had big Lou angry enough to grind up one gimpy quarterback right

then and there. Then Namath peeled off a few bills from his roll and paid for Michaels' dinner.

The papers were full of Namath and how he planned to beat the Colts. By Sunday, the Baltimore players were so churned up over Joe Willie's bragging that they were ready to chop him in little pieces. In their anxiety, they forgot one thing—to win the ballgame. In a brilliant display of play calling and ball control offense, Namath moved the Jets to a stunning 16-7 victory.

Now move the calendar up a year to 1970 and the Super Bowl clash between the Chiefs and Minnesota Vikings. The pre-game glamour boy was to be Joe Kapp, Minnesota's tough as nails quarterback. Then the gambling story broke and Dawson's name was mentioned in it. Once described as no more famous than the average service station attendant, Dawson suddenly found himself in the middle of the spotlight.

Despite a glittering 57 percent marksmanship figure for his career and more touchdown passes than any other active quarterback, Dawson has always been sort of taken for granted.

But here he was, suddenly tossed headlong into the broiling pot. It had been an awful season for Lenny. In addition to the knee and a hand injury, he had suffered the dredge of emotions when his father died. He had come back brilliantly and in one explosive moment, a television newscast had propelled him into this unwanted position by mentioning him in the same breath with a gambling probe.

Unlike Namath, who made his own pressure, the straight-laced Dawson, though one of the good quarterbacks, couldn't be described as a celebrity.

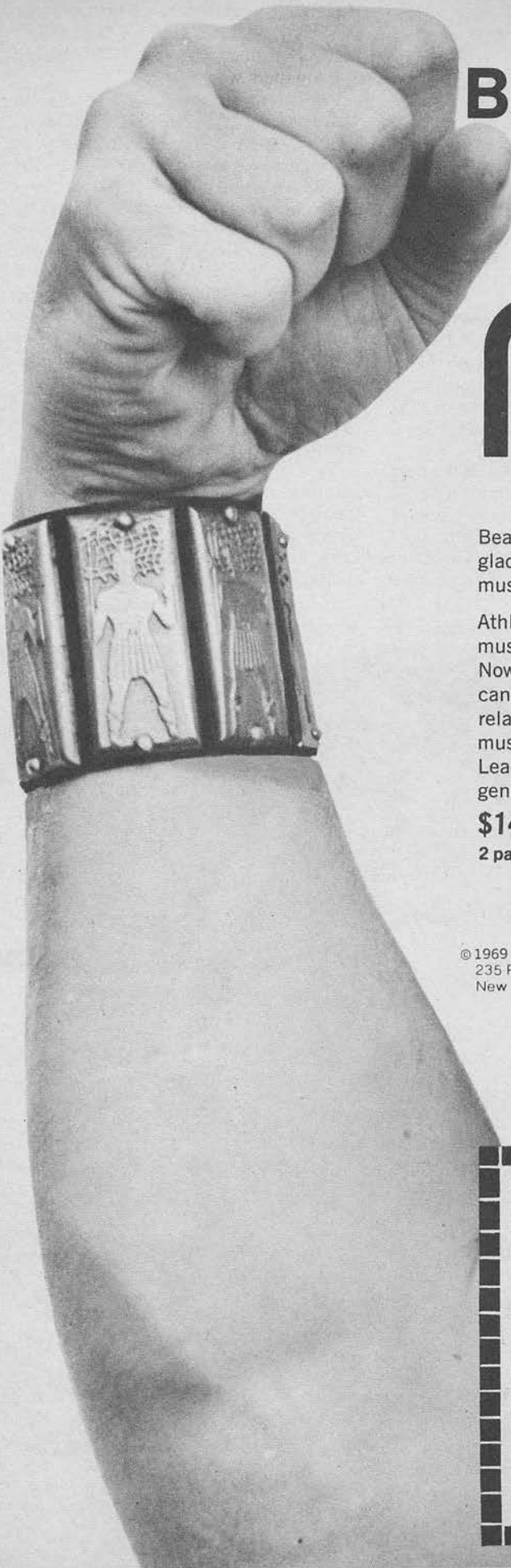
However, Dawson and Namath had one thing in common when they entered their respective games. Namath knew the world would give it to him but good if he lost. And he was still quipping when it was over when he said, "Everybody is shaking my hand now. I haven't met a guy yet who didn't say he knew we could do it."

Dawson walked proudly off his field of honor. He had walked on this same field some two hours before, his face stoic. Johnny Robinson, his roommate, had watched him carefully for the week. "He was tense. He wasn't the same Len Dawson," Robinson said. It had been a session of crackers and milk and pills. Unlike Namath, who had spent his usual week of wise cracks, Scotch and girls.

President Nixon called Dawson after it was all over. The Kansas City quarterback, still pale, had returned from combat to the victorious dressing room where bedlam was in progress. "The world looks up to pro football players for courage," the president told

(Continued on page 32)





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## NAMATH VS. DAWSON

(Continued from page 30)

Dawson. "We try to exemplify what is good in professional football," Dawson told the president."

Now it was over. Dawson had directed the Chiefs to a 23-7 victory. "There was a lot of pressure on me," he admitted. Strangely, no such statement can be recalled from Namath, the confident one, the man who once said, "You have to be confident to be a quarterback," and practices it often.

"There is always a lot of pressure in the Super Bowl," Dawson amended, and admitted, "On me, there was more pressure than ordinary."

The games themselves were along similar patterns, though the quarterbacks and the styles of the teams weren't. For Namath, it had been the arm and the cockiness, the power runs of Matt Snell, the defense that produced four interceptions. For

Dawson, it was the multiple offense, the clutch flip to Otis Taylor that snuffed the Vikings' rally, and field goals by Jan Stenerud, the Norwegian who equalled Jim Turner's trio of the year before.

"I truly never thought we'd lose or I never would have said what I said this week," Namath stated after the Jets' victory. "A man without confidence can't win." He hit on 17 of 28, for 206 yards in a game that produced much more global surprise and elevated the AFL onto the same sphere with the NFL.

"This was one game I really wanted," Dawson said after he completed 12 of 17 passes for 142 yards and called the ground game that sent six ballcarriers over 122 yards, one more than was gained by Snell who set a Super Bowl record the year before.

"Even after the Jets beat Baltimore the year before," Dawson continued, "A lot of people said that if they played again, Baltimore would win. Winning a game like this is a big thing. You don't have to explain anything. We've been

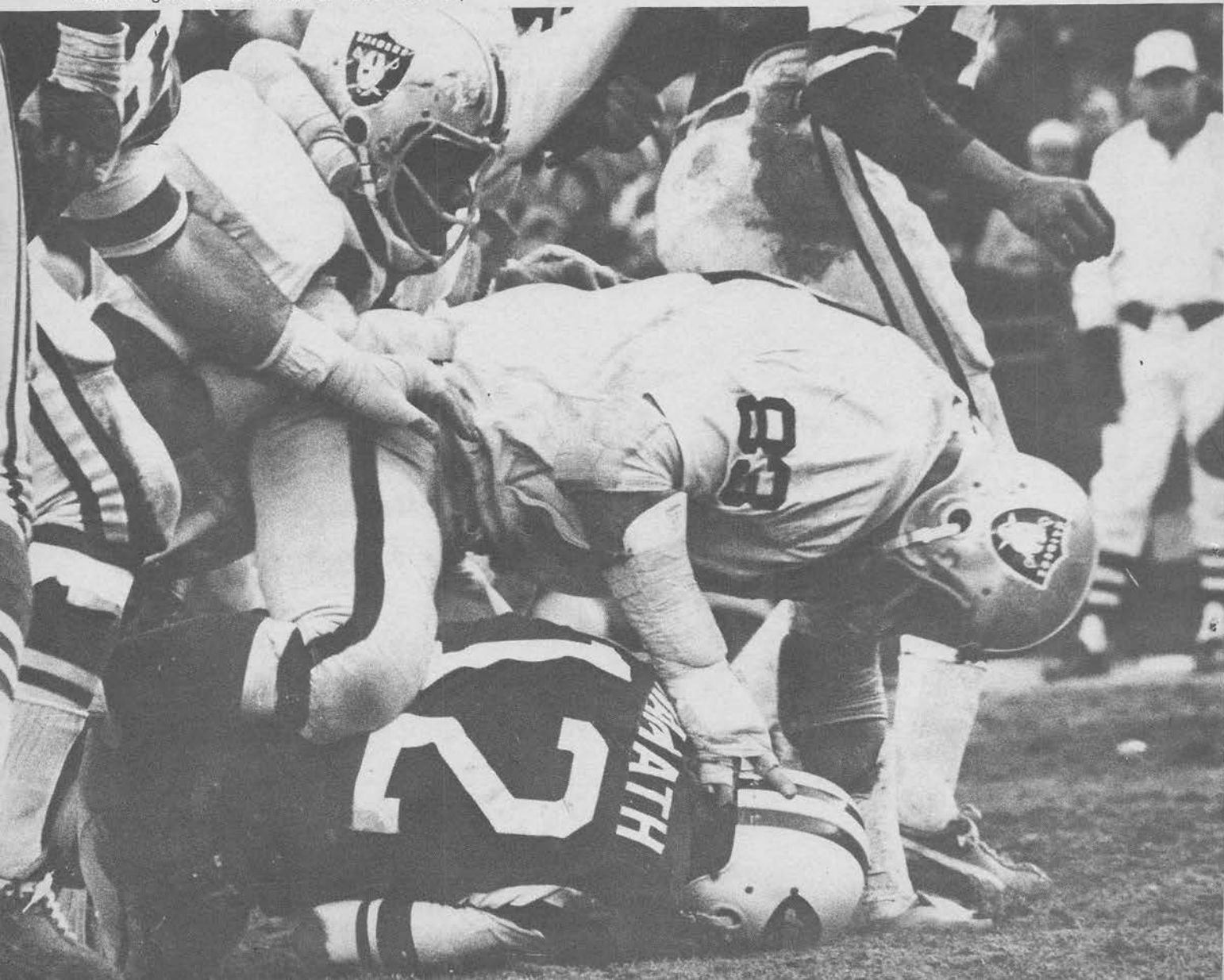
explaining our loss to Green Bay for three years." That was the first Super Bowl; the one Dawson was 16-27 passing and the Chiefs lost, 35-10.

Prior to the game, Dawson had said, "It boils down to mental toughness. That's when the leadership from a quarterback shows through, the confidence he inspires."

He happened to be talking about Joe Kapp. But he went out and proved it himself, as Namath did in his own inimitable way the year before. "With our multiple offense," Dawson said kindly for the Vikings who sat disconsolate in defeat, and more studiously than Namath who had merely flaunted himself in front of the Colts, "I don't think there is any team in pro football that can prepare itself for our ballclub in one week."

Now, these two Super Bowl heroes . . . Dawson and Namath . . . are ready for a new season and only one of them can come back to the Super Bowl this year. It should be a ball if it happens. ▲

Namath gets a face full of turf courtesy of Oakland's Ben Davidson (83), who delights in belting Broadway Joe.





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Dick Butkus (51) bulls his way through the Green Bay line.









Detroit cornerback Lem Barney has intercepted 25 passes in three seasons and also returns kicks.



JIM OTTO



BOB TRUMPY

reports and tapped these 22 players as the ones to watch:

#### All-Pro Offense

Quarterback—Joe Namath, New York Jets.

Running backs—Gale Sayers, Chicago Bears; O.J. Simpson, Buffalo Bills.

Wide receivers—Lance Alworth, San Diego Chargers; Warren Wells, Oakland Raiders.

Tight end—Bob Trumpy, Cincinnati Bengals.

Tackles—Bob Brown, Los Angeles Rams; Jim Tyrer, Kansas City Chiefs.

Guards—Gale Gillingham, Green Bay Packers; Walt Sweeney, San Diego Chargers.

Center—Jim Otto, Oakland Raiders.

#### All-Pro Defense

Ends—Rich Jackson, Denver Broncos; Carl Eller, Minnesota Vikings.

Tackles—Bob Lilly, Dallas Cowboys; Joe Greene, Pittsburgh Steelers.

Middle linebacker—Dick Butkus, Chicago Bears.

Outside linebackers—George Webster, Houston Oilers; Bobby Bell, Kansas City Chiefs.

Cornerbacks—Lem Barney, Detroit Lions; Willie Brown, Oakland Raiders.

Safeties—Rick Volk, Baltimore Colts; Johnny Robinson, Kansas City Chiefs.

Here are thumbnail sketches of the top 22:

Joe Namath, Jets—The commanding personality in the game, the controversial, shaggy-haired passer should be ready to assume the No. 1 spot among pro football's premier aerialists. Master of the deep drop back and the quick release and with an ESP sense for finding an opponent's weakness, the 27-year-old veteran going into his seventh season should improve significantly on last season's 51.2 completion percentage and 19 touchdown passes.

Gale Sayers, Bears—Having both physically and statistically shaken off a damaged ankle the skeptics figured would hamper his effectiveness, Sayers still is unchallenged as the sport's No. 1 running back. The only 1,000-yard ground gainer in all of pro football last season, the flashy performer climbed that plateau without breaking a run longer than 28 yards. It seems almost a foregone conclusion that there are some long jaunts ahead in 1970.

O.J. Simpson, Bills—Rates as the most serious threat to Sayers' crown despite a disappointing rookie season. It should be emphasized that there are any number of running backs who would have settled for Simpson's disappointing season—697 yards gained rushing. The potential for greatness is there and now, having assimilated the complicated system Coach John Rauch



George Webster (90) is a brutal tackler although he only weighs 223 pounds.

Gale Sayers (40) was pro football's only 1,000-yard rusher last season.







Joe Namath had 19 TD passes in '69.

brought with him from Oakland, Simpson should be ready to take his place in the all-pro backfield.

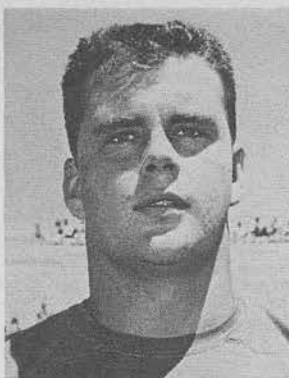
**Lance Alworth, Chargers**—The one AFL player always accorded all-pro honors. But then it's difficult to overlook the best there is. The pogo-stick leaper, still a youthful 30, was the AFL receiving leader last season with 64 receptions for 1,003 yards—the seventh consecutive year in which he has gained more than 1,000 yards. It's a record unmatched by anyone. But then so is Alworth.

**Warren Wells, Raiders**—A sleeper with blazing speed whose main asset is a puzzling, but undeniable, ability to get into the end zone. Caught 47 passes for 1,260 yards and an amazing 26.8-yard per catch average last year. The most important statistic, however, was his 14 touchdowns—giving him a total of 25 in two full seasons and an average of one touchdown every four catches.

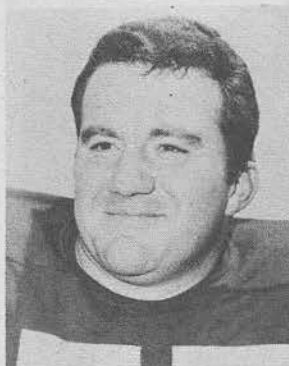
**Bob Trumpy, Bengals**—At 6-foot-6 and 220 pounds Trumpy is not the picture of a tight end, but managed to handle his blocking assignments while proving a legitimate deep threat for Greg Cook's passes. Grabbed 37 for 835 yards and a wide receiver's 22.6 average last season. Only in his third season, Trumpy is the selection here unless Coach Paul Brown decides to utilize his considerable talents at a wide receiving berth.

**Bob Brown, Rams**—Self-styled King of the Hill, the big (6-foot-4), strong (290 pounds), punishing tackle handles the running assignments with authority and is a virtually impassable obstacle as a pass blocker. Did not have his best season last year, but the knowledge of that should drive the sometimes-balky heavyweight back to the top at his position.

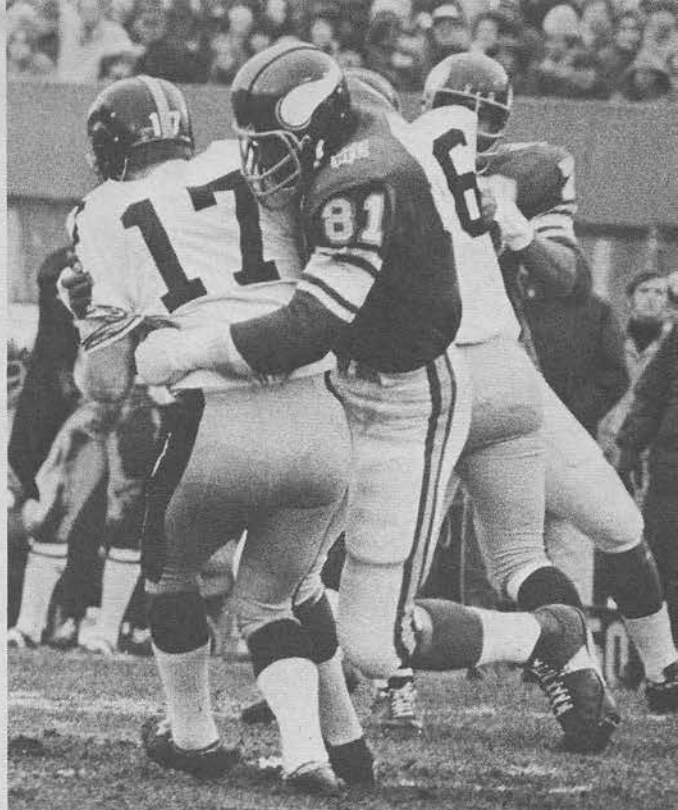
**Jim Tyrer, Chiefs**—A quiet giant (6-foot-6, 275 pounds) whose talents finally are beginning to be fully recognized



WALT SWEENEY



JIM TYRER



Minnesota's Carl Eller is 6-6 and 265 pounds and Dick Shiner is feeling almost all of it here.

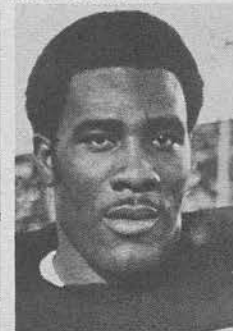
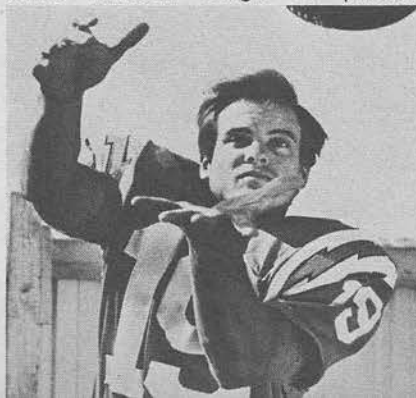


O. J. Simpson rushed for 697 yards as a rookie and showed potential.

Lance Alworth caught 64 passes.

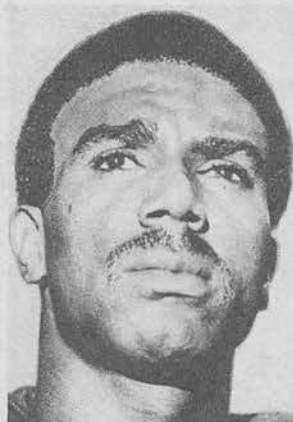
BOB LILLY

JOE GREENE





Kansas City's Bobby Bell (78) zeroes in for tackle on Oakland's Hewritt Dixon.



WARREN WELLS

RICH JACKSON



Baltimore's Rich Volk (21) is a tough tackler.



following Kansas City's Super Bowl victory Tyrer is, like Brown, an impregnable fortress as a pass-blocker and, with his Ohio State schooling, a master at getting free to clear a path for the Chiefs' little running backs.

Gale Gillingham, Packers—Entering his fifth pro year, the 6-foot-3, 265-pound product of Minnesota is in the Packer mold, a mobile guard expert at pulling for the power sweep. Improving ever since stepping into the starting line-up in 1967, Gillingham is one of the bright young prospects ready to step up to all-pro status.

Walt Sweeney, Chargers—Overshadowed for several years on the San Diego line because of the presence of tackle Ron Mix, Sweeney is just beginning to get his just tributes. The 6-foot-3, 260-pounder is not a flamboyant performer but has all the attributes a guard needs plus an attitude that makes him an extremely consistent player.

Jim Otto, Raiders—An iron man who is virtually indestructible—he has played in every Oakland regular season game since the team's formation—Otto brings a sparkle to a position at which most of pro football's talent seems remarkably undistinguished. Otto, however, is the exact opposite and, at 32, has showed no signs of slowing down.

Rich Jackson, Broncos—Nicknamed the Sheriff, Jackson in the last two seasons has put the arm on rival quarterbacks so often he has become the most feared defensive end in the AFL. Not as big as some at 6-foot-2, 255 pounds, the fifth year pro out of Southern University is startlingly quick and awesomely aggressive. And he's mean besides.

Carl Eller, Vikings—Taller and heavier than Jackson at 6-foot-6 and 265 pounds, The Moose is more like a cat, extremely quick and agile for someone his size, making him equally proficient at harassing the passer and pursuing the runner. His speed harnessed and his moves perfected now after six seasons, Eller is on the threshold of super-stardom.

Bob Lilly, Cowboys—No one gets in on more plays than this leader of Dallas' Doomsday Defense, a defense hinged to his tremendous sense for being where the ball is. With nine seasons behind him, there still are untold years ahead for the 6-foot-5, 260-pounder who has exceptional upper body strength but also possesses speed matched by few linemen.

Joe Greene, Steelers—A darkhorse candidate who can make it in only his second year if he can harness the ferocity that got him tossed out of a couple of games last season. The 6-foot-4, 270-pound product of North Texas State, who was labeled a Fort on Foot there, has the talent, size, speed and



know-how. But he must remain in the game long enough to prove it.

**Dick Butkus, Bears**—A physical terror who ranges all over the field, slamming down both running backs and quarterbacks in a one-man assault on opposing offenses. In only his sixth season, this 6-foot-3, 245-pounder threatens to get even better with each year of added maturity and has an added asset in his proven durability.

**George Webster, Oilers**—Just 25 and only in his fourth year, Webster already is considered to have no peer at the outside linebacking post. A brutal tackler despite carrying only 223 pounds on a 6-foot-4 frame, the former Michigan State star is virtually unbeatable covering a back coming out for a pass because of his speed, agility and instincts.

**Bobby Bell, Chiefs**—One of pro football's most gifted athletes, a guy who could play several positions both offensively and defensively, the 6-foot-4, 228-pounder is at the peak of his career. Exceptionally quick he, like Webster, is a tremendous asset on pass coverage, is a fine tackler, outstanding at pursuing and adds an extra dimension with his great enthusiasm.

**Lem Barney, Lions**—Twenty-five interceptions in three years are the best testimony to his ability. A product of Jackson State, Barney is a sound coverage man willing to gamble when the opportunity presents itself, leaving himself exposed if he fails. The 25 steals testify to the fact he doesn't fail often. Also doubles as a punt return and kickoff return specialist—and is a scintillating runner.

**Willie Brown, Raiders**—In his eighth year, Brown has it all, speed, agility, knowledge, and uses all those assets to his advantage. Particularly adept at the bump-and-run technique, a hit-and-run method of covering receivers which has proved an extremely effective measure but requires unique skills in the defender. Brown has those, and he's rarely tested now, the greatest tribute to any cornerback.

**Rick Volk, Colts**—An unlikely looking football player, the 6-foot-3, 195-pounder is a tooth-rattling tackler. Now entering his fourth year, Volk still is growing as a safety, using the ferocity of his hitting as his key weapon but sharpening the anticipatory powers needed to successfully master the position. But he already demands respect and will command attention.

**Johnny Robinson, Chiefs**—Not as fast as some, not as big as some, but Robinson has the "smarts" and very often arrives where the ball is before the receiver does. Picked off eight passes last year, bringing his total to 43 in eight years at the position. Now in his 11th pro year, shows no signs of slowing down and still studies the players to improve his powers of anticipation. ▲



Johnny Robinson (42) has intercepted 43 passes in eight years at safety.



BOB BROWN

GALE GILLINGHAM

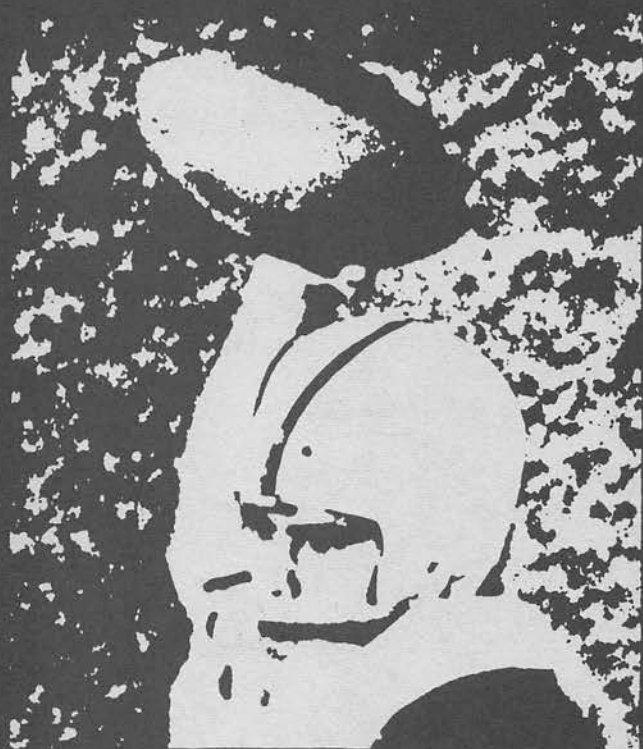


Oakland's Willie Brown (24) knows defensive tricks.



By Bert Rosenthal

# NFL



# NATIONAL CONFERENCE



In the shakeup of pro football that resulted from the merger of the National and American Leagues into one league and two Conferences, the National Conference retained three of the teams that won divisional titles last year. All three—Dallas, Minnesota and Los Angeles—should win again.

The Cowboys, perennial divisional winners and post-season losers, again have speed, power, offense and defense to carry them through a rugged 14-game schedule. Why they lose their effectiveness in the playoffs remains a major mystery. But the Cowboys should have little trouble warding off the challenges of Washington, St. Louis, Philadelphia and New York in the Eastern Division. The Redskins could pose Dallas' biggest problem because of the genius of coach Vince Lombardi and the passing wizardry of quarterback





Sonny Jurgensen.

Minnesota, NFL champion in 1969 but rudely upset by Kansas City in the Super Bowl, again is bracketed in the Central (or ice-box) Division with Chicago, Green Bay and Detroit. The Bears, Packers and Lions were unhappy with the lottery that teamed them with the Vikings. They sought to trade Minnesota for a team in a warm-weather city. More likely, they wanted to swap the Vikings for an easier opponent.

The Vikings, sparked by the inspirational leadership of quarterback Joe Kapp and their "Purple Gang" defense, should prove too strong for its divisional rivals.

In the wild Western Division, the Los Angeles Rams, led by Most Valuable Player Roman Gabriel and All-Pro defensive linemen Merlin Olsen and Deacon Jones, seem to

have too much class for San Francisco, Atlanta and New Orleans.

Remember, not only will the divisional winners make the playoffs, but the second-place team with the best record also will gain a spot in the post-season competition which leads to the Super Bowl at Miami Jan. 17.

Here's what the final National Conference standings should look like:

Eastern Division  
Dallas  
Washington  
St. Louis  
Philadelphia  
New York

Central Division  
Minnesota  
Detroit  
Green Bay  
Chicago

Western Division  
Los Angeles  
San Francisco  
Atlanta  
New Orleans



## EASTERN DIVISION

# DALLAS COWBOYS

1969 FINISH				1970 PREDICTION
W	L	T		
First 11	2	1		First

### "Chokers!"

It's a nasty word to apply to any sports team, but it's what Dan Reeves calls the 1969 Dallas Cowboys. "You can't get around the fact that we choked in a big game," bluntly admits the Cowboys' running back and coach. His reference was to the '38-14 drubbing Dallas took from the Cleveland Browns in the NFL's Eastern Conference title showdown.

It was another prime example of the Cowboys' inability to win the big games, something that has haunted them for the past four seasons. In 1966 and 1967, they were edged by the Green Bay Packers for the NFL championship and in 1968 and 1969, they were trounced by Cleveland for the Eastern Conference title. "We weren't shaken up that much by those two losses to Green Bay to say we choked," says Reeves. "We felt we had played one of the great teams of the decade.

"Against Cleveland the first time, I think we just underrated them. We had beaten them in the regular season and were looking past them to Baltimore. We just played a bad game.

"What really shook us was them winning last year. We knew Cleveland had a great club and that we had to beat them—and we choked."

Reeves says the accumulation of frustration, sorrow and embarrassment will make the Cowboys a more dedicated team this season. "The guys are tired of getting so close and then being kicked out," he says.

Bob Lilly (74) and Lee Jordan (55) head Dallas defense.



Coach Tom Landry, a brilliant tactician but unemotional leader, believes the Cowboys lack "mental toughness." "We don't have the killer instinct," he points out. Part of the fault could be Landry's. He is not known to get his players emotionally aroused before a game; he feels that a professional should do his job without a pep talk.

Landry's philosophy seems to work . . . except in the big games. In romping to the Capitol Division title last season, Dallas compiled an 11-2-1 record, and in the past four years they were 42-12-2, one of the best marks in the league.

Landry's big problem will be choosing a starting quarterback. Craig Morton was a standout during the regular season, but he flopped badly in the game against Cleveland and in the 31-0 beating by Los Angeles in the Playoff Bowl, and could be replaced by scrambling Roger Staubach.

Calvin Hill, the 1969 Rookie of the Year who finished second in the league in rushing with 942 yards, and rugged Walt Garrison will be the running backs in Landry's multiple offense. Reeves, if his injured knees respond to treatment, Les Shy and number one draft choice Duane Thomas from West Texas State are the reserves.

In Bob Hayes, the former Olympic sprinter, and Lance Rentzel, the Cowboys have two of the most dangerous wide receivers in the league. In addition, they drafted Margene Adkins, who spent the past three seasons in Canada and is called by Landry "another Hayes." Veterans Pettis Norman and Mike Ditka are the tight ends.

The offensive line—tackles Ralph Neely and Tony Liscio, guards John Niland and John Wilbur and center Malcolm Walker—has proven strong on the run but weak on the pass, letting Morton get knocked down 29 times last season. Tackle Bob Asher, the number two draft pick from Vanderbilt, could help.

Dallas' defensive front four is big and mobile, with George Andrie and Larry Cole at ends and Jethro Pugh and All-League Bob Lilly at tackles. The linebackers—middle man Lee Roy Jordan, and Chuck Howley and Dave Edwards—are clever and quick. Three-quarters of the defensive backfield is set with Cornell Green at left corner, Mike Gaechter at strong safety and Mel Renfro at free safety. Only at right corner, where Otto Brown took over the job late last season from Phil Clark (later traded), is there a problem. Draft picks Denton Fox from Texas Tech or Charlie Waters from Clemson could replace Brown.

Incidentally, the Cowboys again will be playing in the Cotton Bowl and not Texas Stadium as planned. The new park will not be completed in time for this season. The Cowboys really aren't concerned where they play, but how they play . . . especially in the big games. ▲

### 1969'S BEST

RUSHING		ATTS.	YDS.	AVG./RUSH	TD
Calvin Hill		204	942	4.6	8
Walt Garrison		176	818	4.6	2
PASSING		ATTS.	CMP.	YDS.	TD
Craig Morton		302	162	2619	21
RECEIVING		CGHT.	YDS.	AVG./CATCH	TD
Lance Rentzel		43	960	*22.3	*12
Bob Hayes		40	746	18.7	4
SCORING		TD	XPT.	FG	PTS.
Mike Clark		0	*43	20	103
Lance Rentzel		*13	0	0	78
Calvin Hill		8	0	0	48
PUNTING			NO.	AVG.	
Ron Widby			63	43.3	

\* League leader





MARLIN MCKEEVER



SONNY JURGENSEN



DENNIS GAUBATZ



CHARLIE HARRAWAY

Vince Lombardi knows what it takes to be a winner—and doesn't like to settle for anything less. "Winning is not a sometime thing," he has said, "it's an all-time thing. You can't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is a habit. Unfortunately, so is losing.

"There is no room for second place. There is only one place in my game and that is first place . . . I don't ever want to finish second again."

That was said before he took over the coaching job of the Washington Redskins last year and led them to a second-place finish in the Capitol Division. The Redskins' runner-up position and 7-5-2 record might not have satisfied Lombardi; after all, he had won two Super Bowl championships, five NFL titles and six Western Conference crowns while amassing an 89-29-4 record in nine seasons at Green Bay. But it had to be most gratifying to Redskin fans. They had not had a winning team since 1955.

Actually, when Lombardi assumed command of the Redskins, he said the team would be a title contender in 1971. Of course, he is not conceding anything this season; in fact, he says the Redskins are going to be a much improved team, but he still is looking ahead to next year. Before the 1970 schedule was announced, he said, "I don't care who we play this year but I will be picky next season and the one after that."

Even if Lombardi doesn't think Washington is ready to challenge for a title this year, the team has gained tremendous respect since he took over and could become a threat to Dallas in the Eastern Division . . . one year ahead of Vince's timetable. If that bid falls short, however, the Redskins could still get the fourth spot in the National Conference playoffs by compiling the best record among the second-place teams in the three divisions.

As usual, Washington will have a quick-striking air attack, led by Sonny Jurgensen. The unerring quarterback won the league's passing title for the second time in three years last season, completing 274 of 442 attempts for 3,102 yards and 22 touchdowns. But unlike in the past, Jurgensen was not always looking to throw the "bomb." Quite often, he tossed short passes because Lombardi emphasized ball control.

Jurgensen's accuracy helped four of his receivers finish among the top 14—wide receivers Charley Taylor and Bob Long, tight end Jerry Smith and running back Charley Harraway.

Harraway, a Cleveland castoff, and Larry Brown, a rookie from Kansas State, combined to give the Redskins one of their best running attacks in years. The 5-11, 195-pound Brown showed unexpected power and durability, finishing

EASTERN DIVISION

# WASHINGTON REDSKINS

1969 FINISH			1970 PREDICTION
W	L	T	
Second 7	5	2	Second

fourth in the league in rushing with 888 yards on 202 carries. Harraway and Brown might get some help this season from swift Bob Brunet. He was the number one running back in 1968, but walked out of camp last year. Lombardi is giving him another chance.

The coach has few worries about his offensive line, which totals 34 years of pro experience. Guard Vince Promuto is the senior member of the group with 10 years. Tackle Walter Rock has seven years, guard Ray Schoenke and center Len Hauss six each and tackle Jim Snowden five.

The defensive line is not as experienced or set. Veteran Carl Kammerer will start at one end, with possibly Bill Brundige, the team's first draft selection from Colorado, or Leo Carroll at the other end. Jim Norton and Dennis Crane or rookie Manny Sistrunk from Arkansas A&M are the probable tackles.

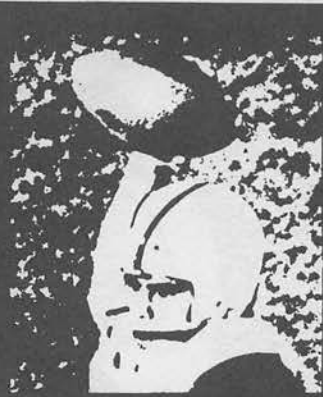
Linebacking appears to be another Washington strongpoint. The middle will be ably guarded by Dennis Gaubatz, acquired in a trade with Baltimore to replace retired Sam Huff. Weak side man Chris Hanburger protects well against passes and strong side linebacker Harold McLinton is a terror against runs. Marlin McKeever and Tom Roussel are capable reserves.

The defensive backfield, once a disaster area at Washington, now works well as a unit with Rickie Harris and Brig Owens at safety, and Pat Fischer and Mike Bass at cornerback.

Suddenly, the Redskins are a team on the upgrade . . . thanks to the guiding genius of Vince Lombardi. ▲

1969'S BEST				
<b>RUSHING</b>	ATTS.	YDS.	AVG./RUSH	TD
Larry Brown	202	888	4.4	4
Charley Harraway	141	428	3.0	6
<b>PASSING</b>	ATTS.	CMP.	YDS.	TD
Sonny Jurgensen	*442	*274	*3102	22
<b>RECEIVING</b>	CGHT.	YDS.	AVG./CATCH	TD
Charley Taylor	71	883	12.4	8
Charley Harraway	55	489	8.9	3
Jerry Smith	54	682	12.6	9
Bob Long	48	533	11.1	1
<b>SCORING</b>	TD	XPT.	FG	PTS.
Curt Knight	0	35	16	83
Charley Harraway	9	0	0	54
Jerry Smith	9	0	0	54
Charley Taylor	8	0	0	48
<b>PUNTING</b>		NO.	AVG.	
Mike Bragg		70	42.2	

\* League leader



# EASTERN DIVISION ST. LOUIS CARDINALS

1969 FINISH				1970 PREDICTION
	W	L	T	
Third	4	9		Third

Coach Charley Winner of the St. Louis Cardinals is entering the 1970 season with mixed emotions; the team's front office has made him feel both like a winner and a loser.

It has made Winner the first Cardinal coach to hold the job five consecutive years (Jim Conzelman was head coach for six years, but his duty was interrupted by military service during World War II). But it has given Winner only a one-year contract in contrast to his previous contracts which were for two years each.

"This is a vote of confidence in him," Cards vice president Bill Bidwill said in announcing Winner's signing. "The bad record last year (4-9-1) was primarily due to injuries. The coach can't keep the team all in one piece when the players get hurt on the field. Charley is a good football coach and he deserves a chance to prove it." Winner, son-in-law of New York Jets' coach Weeb Ewbank, was disappointed in the contract. He said he would have preferred a two-year pact.

However, there are indications that if the Cardinals don't get off to a good start this season, Winner might not even complete his one-year contract. A vote of confidence, similar to the one given Winner by Bidwill, usually is not very reassuring . . . unless it produces immediate positive results.

The Cards' best showing under Winner was in 1968, when they finished with a 9-4-1 record, one-half game behind the Cleveland Browns in the Century Division race. Last year, the Cards' won and lost record was reversed, mainly because of a series of damaging injuries. Among those sidelined at various times were quarterback Jim Hart, punter and kick return specialist Chuck Latourette, safety Jerry Stovall, defensive end Don Brumm, cornerbacks Lonnie Sanders and Bob Atkins, linebackers Dave Meggyesy and Jamie Rivers, and running back MacArthur Lane.

In one of pro football's major off-season trades, St. Louis sent Atkins and quarterback Charley Johnson to the Houston Oilers for quarterback Pete Beathard and cornerback Miller Farr. Beathard was severely criticized by Houston owner Bud Adams after the Oilers were humiliated by Oakland, 56-7, in one of the American Football League's semifinal playoff games last season. "He has looked good at times but he is inconsistent," Adams said. "He has had enough opportunities to prove himself."

This season, Beathard will battle Hart for the starting quarterback job. Whoever wins will have a strong supporting cast of runners and receivers. The runners include Johnny Roland and Cid Edwards, last year's starters; veterans Willis Crenshaw, Lane and Roy Shivers; top draft choice Larry Stegent, a 9.8 sprinter from Texas A&M, and third-round pick Charlie Pittman from Penn State. The pass catchers are rugged tight end Jackie Smith and wide receivers John Gilliam and Dave Williams. Gilliam, who led the team in pass catching yardage (997) and touchdowns (9), also sparkled as a kick returner, averaging 30.2 yards for 11 returns. He returned one kick 100 yards and another 84.

St. Louis also has a first-rate interior offensive line with Bob Reynolds and Ernie McMillan at tackles, Irv Goode and Ken Gray at guards and Bob DeMarco at center. However, the team has no proven depth in the line or among its receiving corps.

Defense, the Cards' weak point in 1969, should be improved with the addition of Farr, a standout cornerback in the AFL, and the return to full-time duty of Brumm, Stovall, Rivers and Sanders. Farr and Sanders will be the starting cornerbacks, with Stovall and All-Pro Larry Wilson at safety. Rivers will be the middle linebacker. Brumm and Chuck Walker are the ends, and Fred Heron and Bob Rowe the tackles. Latourette handles the punting and Jim Bakken the placekicking.

The Cardinals have the potential to make Winner a winner. Whether they succeed remains to be seen. ▲

## 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Cid Edwards	107	504	4.7	3
Johnny Roland	138	498	3.6	5

PASSING	ATTS.	CMP.	YDS.	TD
Charley Johnson	260	131	1847	13
Jim Hart	169	84	1086	6

RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Dave Williams	56	702	12.5	7
John Gilliam	52	997	19.2	9
Jackie Smith	43	561	13.0	1

SCORING	TD	XPT.	FG	PTS.
Jim Bakken	0	38	12	74
John Gilliam	10	0	0	60
Dave Williams	7	0	0	42

PUNTING	NO.	AVG.
King Hill	73	37.6



DAVE WILLIAMS



JOHNNY ROLAND



PETE BEATHARD

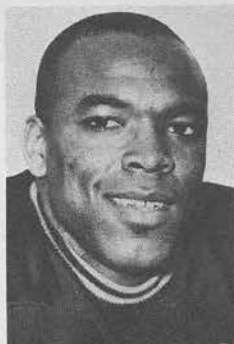


MILLER FARR

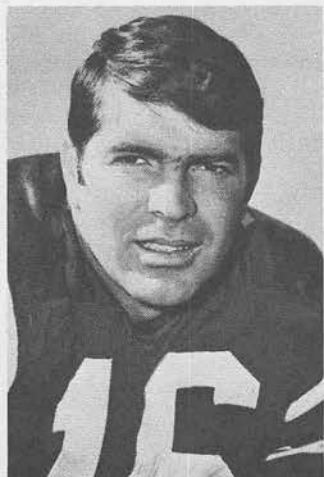




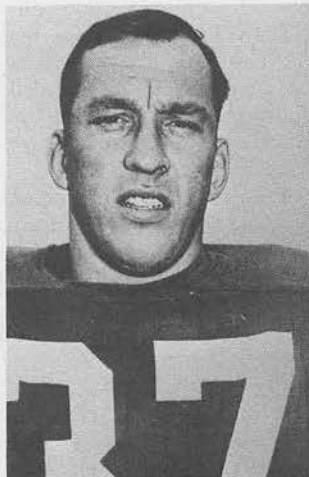
STEVE ZABEL



LEROY KEYES



NORM SNEAD



TOM WOODESHICK

The Philadelphia Eagles began the last decade by winning the NFL championship. They don't figure to do it in 1970.

More likely, the Eagles will be satisfied with a winning season. They have had only one in the past eight years.

Even Jerry Williams, who had never experienced a losing season in all his years of coaching and playing (since 1947), couldn't help the Eagles from suffering through their third straight losing campaign in his first year as Eagles' coach in 1969. When the personable Williams was named to succeed outspoken Joe Kuharich, he said:

"The first thing I intend to do is try and inspire the Eagles with the thought only of winning."

Williams' intention was good, but his results were not, although the team's 4-9-1 record was an improvement over the 2-12 mark in 1968.

In addition to Williams, the club had a new owner (Leonard Tose), a new general manager (Pete Retzlaff) and several new players last season. Overall adjustment was slow but somewhat encouraging.

Much of the Eagles' success will depend on quarterback Norm Snead. He was given great responsibility by Williams last season and responded by connecting on 190 of 379 passes for 2,768 yards and 19 touchdowns. But he also was intercepted 23 times, the most in the league. However, Williams plans to continue emphasizing the passing game. "After all, the swiftest distance between two points is the flight of the ball," he reasons.

Snead's targets include two of the swiftest wide receivers in the league, Ben Hawkins and Harold "The Roadrunner" Jackson, a comparatively small 5-10, 175-pounder. Despite his lack of size, Jackson led the league in yards gained on receptions with 1,116 on 65 catches.

Tight end, however, presented a problem. Gary Ballman and Fred Hill, both former wide receivers and neither over 210 pounds, split the job—and both were unhappy. With that in mind, the Eagles made 6-4, 235-pound Steve Zabel of Oklahoma their number one draft choice. "I think Zabel will move right in," says Williams. "He should help us with his

## EASTERN DIVISION PHILADELPHIA EAGLES

1969 FINISH			1970 PREDICTION
W	L	T	
Fourth 4	9	1	Fourth



blocking on the sweeps. We couldn't do much with them last year."

Another possible receiver is John Carlos, the controversial Olympic sprinter who was drafted on the 15th round. He had the speed and the size (6-3, 215) but he never has played football.

Workhorse Tom Woodeshick again will do the bulk of the ball-carrying. He was the league's fifth best rusher with 831 yards last year. The other running back will be veteran Cyril Pinder or rookie Lee Bougess from Louisville. The Eagles are so high on Bougess that they plan to shift Leroy Keyes from offense to defense.

The offense, of course, will be only as strong as its line—and that could use some strengthening. Joe Carollo and Lane Howell are being counted on as the tackles, Jim Skaags and Dick Hart as the guards, and Mike Evans as the center.

On defense, the front four includes ends Tim Rossovich, a vastly improved player, and Mel Tom, and tackles Gary Pettigrew and Ernie Calloway or discontented veteran Floyd Peters.

The linebackers are 33-year-old Dave Lloyd in the middle with fireplug Ike Kelley behind him, and Adrian Young and Ron Porter or Tony Guillory on the outside.

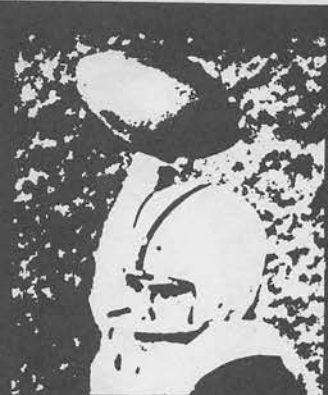
Cocky Ray Jones, the number two draft choice from Southern Louisiana, is being groomed to shore up the defensive backfield at cornerback. He claims he should have been picked first instead of second. Keyes and veteran Al Nelson will battle for the other cornerback post. The safeties will be Bo Burris, acquired from New Orleans, and Nate Ramsey or Bill Bradley, the team's punter.

Eagles' officials are talking optimistically of a vast improvement. Their job now is to convince the players. ▲

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Tom Woodeshick	186	831	4.5	4
Leroy Keyes	121	361	3.0	3
PASSING	ATTS.	CMP.	YDS.	TD
Norm Snead	379	190	2768	19
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Harold Jackson	65	*1116	17.2	9
Ben Hawkins	43	761	17.7	8
SCORING	TD	XPT.	FG	PTS.
Sam Baker	0	31	16	79
Harold Jackson	9	0	0	54
Ben Hawkins	8	0	0	48
PUNTING	NO.	AVG.		
Bill Bradley	74	39.8		

\* League leader



## EASTERN DIVISION NEW YORK GIANTS

1969 FINISH			1970 PREDICTION
W	L	T	
Second 6	8	0	Fifth

Can a coach who is regarded by some of his players as a cheerleader lead a team to a title in the National Football League? The New York Giants apparently think so, and that's why they're sticking with Alex Webster as head coach.

The popular Webster, a former star fullback with the Giants, was handed the coaching assignment only one week before the 1969 opener. To Giant fans, Webster symbolizes the glory years of the 1950s and early 1960s, a period when the club won one NFL championship (1956) and six Eastern Conference titles (1956-58-59-61-62-63). Webster was a vital part of those teams and it was hoped he would rekindle the spirit, the tradition and the winning ways that marked that era. He didn't. The Giants, hoping to better the 7-7 records they had compiled under Allie Sherman the two previous seasons, wound up winning only six games and losing eight. And Webster did not impress anyone with his tactical moves; some of the players looked upon him more as a cheerleader than a ringleader.

Despite the sub-par record, the Giants did accomplish some notable feats during 1969. They upset Minnesota, eventual NFL champion, 24-23, in the opener before the Vikings reeled off 12 consecutive victories, and they finished the season with a flourish, beating Eastern Conference champion Cleveland, 27-14, for their third straight triumph. In between, there was a seven-game losing streak.

During that slump, Webster recalls that the Giants did not lose confidence. "That's when I knew this club had character," says the coach. "They played poorly and they made mistakes and I was mad as hell at them most of the time. But they didn't give up, not even when it seemed like the roof would fall in."

Webster is counting on the closing three-game winning streak of 1969 to help give the Giants momentum this year. He also is banking on several newcomers acquired in trades

and the draft, plus improvement in the passing game, defense against the run and the special teams to give the club a winning record.

The Giants engineered one of the biggest trades of the off-season, sending their swift and strong receiver, Homer Jones, to Cleveland for defensive tackle Jim Kanicki, running back Ron Johnson and linebacker Wayne Meylan.

With Jones gone, the Giants' major weakness now appears to be a lack of dependable receivers. Present plans call for Rich Houston to replace Jones at split end, Freeman White and Don Hermann to share the flanker job and Butch Wilson to play tight end. But they may have a "sleeper" in Bob Tucker, a big tight end who last year led the Atlantic Coast League in receiving with 66 receptions, 1,016 yards and 13 touchdowns while playing for Pottstown, Pa.

Fran Tarkenton, the renowned scrambler who finished third among NFL passers last season with 220 completions in 409 attempts for 2,918 yards and 23 TDs, again will be the quarterback. His backup will be Bob Davis, obtained from Houston, Dick Shiner, acquired from Pittsburgh, or veteran Gary Wood.

Johnson, the former Michigan All-American, might provide the outside running threat the Giants have long lacked. Junior Coffey, obtained from Atlanta last season, probably will be Johnson's running mate if he has fully recovered from knee surgery. Versatile Joe Morrison, the team's leading rusher and receiver in 1969; Tucker Frederickson and Bobby Duhon, both recovering from injuries, and Ernie Koy, also will do a great deal of ball carrying.

The interior offensive line probably will be the same with Willie Young and Rich Buzin at tackles, Pete Case and Doug Van Horn at guards and Greg Larson at center. The defensive backfield also is intact, with Spider Lockhart and Bruce Maher at the safety positions and Scott Eaton and Willie Williams at the corners.

The 270-pound Kanicki should greatly help the Giants' pass rush. The other tackle will probably be veteran Bob Lurtsema. Fred Dryer, a standout rookie in 1969, and Jerry Shay, obtained from Atlanta, are expected to be the defensive ends. Number one draft choice Jim Files from Oklahoma is being groomed as the middle linebacker with Meylan and Ralph Heck flanking him.

The Giants seem to have a number of problems. The manner in which Webster solves them will be the key to the club's season. ▲

### 1969'S BEST

RUSHING				
	ATTS.	YDS.	AVG./RUSH	TD
Junior Coffey	131	511	3.9	2
Joe Morrison	107	387	3.6	4
Ernie Koy	76	300	3.9	2
PASSING				
	ATTS.	CMP.	YDS.	TD
Fran Tarkenton	409	220	2918	23
RECEIVING				
	CGHT.	YDS.	AVG./CATCH	TD
Joe Morrison	44	647	14.7	7
Homer Jones	42	744	17.7	1
SCORING				
	TD	XPT.	FG	PTS.
Pete Gogolak	0	33	11	66
Joe Morrison	11	0	0	66
PUNTING				
		NO.	AVG.	
Ernie Koy		26	35.9	
Curley Johnson		22	37.4	



Fran Tarkenton (10) scrambles for yards against Colts.



"40-for-60"

It means 40 men playing together for 60 minutes. "It's the way to win . . . the only way," says Joe Kapp, the man who coined the phrase. The motto gives a good insight into how the Minnesota Vikings play football. They put the team ahead of the individual.

Kapp was a perfect example of that last season. The battle-scarred quarterback, voted a most valuable player award by the Minnesota writers, refused to accept it, saying "there is no most valuable player on a team with 40 men."

It was this type of unselfish attitude on the part of all the Vikings that helped them win the Central Division title for the second straight year, the Western Conference championship for the first time and become the first expansion team to play in the Super Bowl. Only a 23-7 upset loss to the Kansas City Chiefs in the Super Bowl marred an otherwise outstanding season for Minnesota.

The Vikings compiled a regular season record of 12-2, losing the opener, 24-23, to New York and the final game, 10-3, to Atlanta, and in between reeling off 12 straight victories—the longest winning streak by an NFL team since 1934. The Vikings also scored more points (379) and allowed fewer points (133) than any team in pro football.

Coach Bud Grant says the Vikings' tremendous success last season was due to two main factors: 1) maintaining ball control, and 2) exerting constant pressure on the opposition. He says the two regular season losses resulted from costly fumbles, and in the Super Bowl the Vikings made more mistakes than they had all season. The lost two fumbles, threw three interceptions, incurred six penalties including one key infraction for interference, and dropped two Kansas City passes that should have been intercepted.

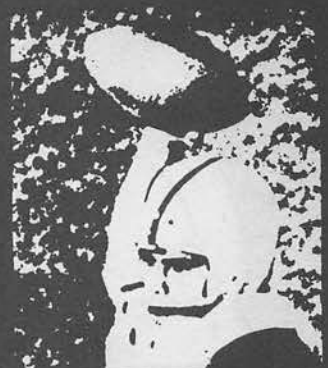
How will the Vikings perform this year? "I would be disappointed if they don't realize what it took to get to the Sugar Bowl," says Grant. "And that there is no sure carryover. You accumulate experience and ability but you have to start over every year so far as effort and dedication is concerned. All we are thinking about right now is the Central Division—Chicago, Detroit and Green Bay. They are the teams we have to beat."

The Vikings will probably start the 1970 season with the same lineup that finished the 1969 campaign. They did not complete any major off-season trades nor do any draft choices figure to oust any veterans.

Kapp, the team's field general, will guide the offense, with Gary Cuozzo in reserve. The Vikings are deep in running backs with Dave Osborn and Bill Brown the starters, backed

## CENTRAL DIVISION MINNESOTA VIKINGS

1969 FINISH				1970 PREDICTION
W	L	T		
First 12	2	0		First



by Oscar Reed and Clint Jones. Reed was used quite often late last season because he starts quicker than Brown.

When Kapp isn't throwing passes to his running backs—a favorite maneuver—he hurls the long ball to fleet Gene Washington or unheralded John Henderson. Tight end John Beasley is another prime target.

Mick Tingelhoff, a perennial All-League selection, is the center. He is flanked by tackle Grady Alderman and guard Jim Vellone on the left and tackle Ron Yary and guard Milt Sunde on the right.

On defense, the front four—better known as "The Purple Gang"—is one of the most destructive units in the league. Left end Carl Eller and right end Jim Marshall usually lead the charge, but right tackle Alan Page also rushes hard. Left tackle Gary Larsen usually protects against the run.

The linebackers from left to right are Roy Winston, Lonnie Warwick and Wally Hilgenberg. Bob Bryant or Ed Sharockman will team with Earsell Mackbee at cornerback, with Karl Kassulke and ball-hawking Paul Krause at the safety spots.

The Vikings also have an important offensive weapon in kicker Fred Cox, the NFL's leading scorer last season with 121 points.

Grant confesses that the Vikings are "not a great football team." But he adds, "we are in the top grouping now . . . and we hope to stay there."

There doesn't seem any doubt about it. ▲

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Dave Osborn	186	643	3.5	7
Bill Brown	126	430	3.4	3
Oscar Reed	83	393	4.7	1
PASSING	ATTS.	CMP.	YDS.	TD
Joe Kapp	237	120	1726	19
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Gene Washington	39	821	21.1	9
John Henderson	34	553	16.3	5
John Beasley	33	361	10.9	4
SCORING	TD	XPT.	FG	PTS.
Fred Cox	0	*43	*26	*121
Gene Washington	9	0	0	54
PUNTING	NO.	AVG.		
Bob Lee	67	40.0		

\* League leader



Joe Kapp (11) barrels into end zone for a touchdown.



## CENTRAL DIVISION

# DETROIT LIONS

1969 FINISH			1970 PREDICTION
W	L	T	
Second 9	4	1	Second

It would seem that the Detroit Lions got the top prize in the last draft of college football players, picking 1969 Heisman Trophy winner Steve Owens of Oklahoma. But there are 18 other NFL clubs who are not overly impressed with the Lions' selection. They bypassed the durable running back before the Lions made him the 19th pick on the first round.

Despite what those other 18 clubs think, Coach Joe Schmidt is quite pleased to have Owens. Steve led the nation in rushing with 1,523 yards and in touchdowns with 23 last year, and he extended his streak of gaining at least 100 yards a game to 17. But he was criticized for lack of speed, blocking ability and pass catching. Owens claims the charges are unjustified and is determined to prove his critics wrong.

One of the main reasons Schmidt drafted Owens is Steve's indestructibility. The Lions have been hurt in recent seasons by injuries to their running backs. Mel Farr and Nick Eddy have yet to play a complete season. Each has had two knee operations in three years. Owens never has been hurt, and he averaged nearly 36 carries per game last season.

When Farr was injured midway through the 1969 season and Eddy suffered damaged ribs, Schmidt went with rookies Altie Taylor and Larry Watkins. Both performed commendably. And it was the club's ability to overcome what appeared to be serious injuries—that most impressed Schmidt as the Lions made a complete and unexpected about-face, going from a 4-8-2 record in 1968 to 9-4-1 last year.

"The fact is," says Schmidt, "the key injuries we had last year should make us a stronger team in 1970. Because of them, we had to throw new players into action . . . even though we would have preferred to give them a little more time to learn the ropes. We are certain to be stronger because of such an accelerated program."

With Owens, Farr, Eddy, Taylor, Watkins and veteran Bill Triplett healthy, the Lions should have an exceptionally deep and strong running attack. Schmidt will have a tough time picking a starting duo.

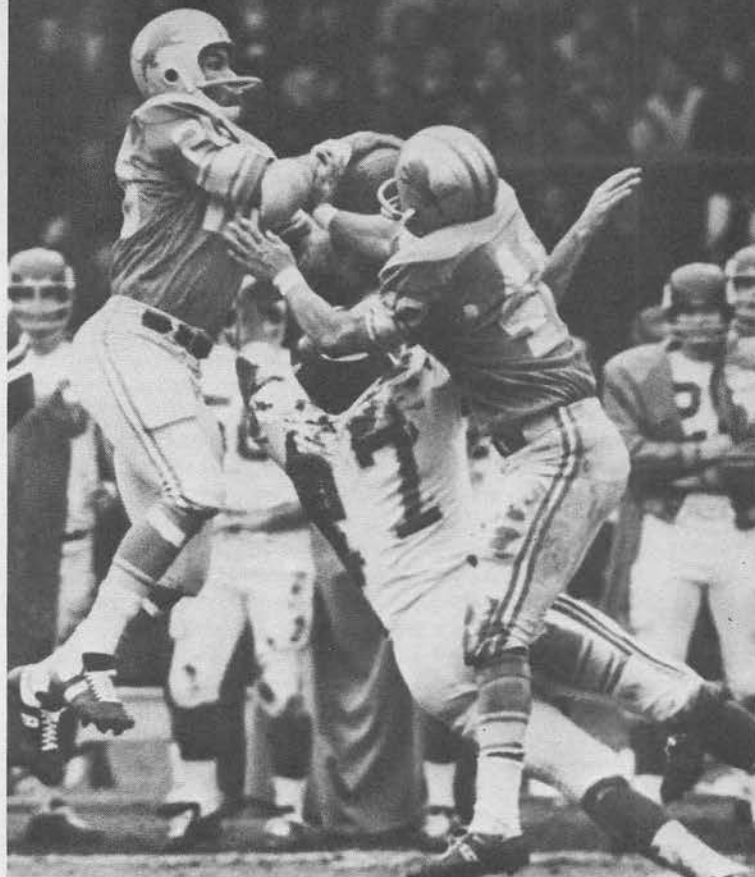
Quarterbacking presents the same pleasant problem for the coach. Veteran Bill Munson and young Greg Landry each played about half the 1969 season because of injuries, but each performed equally as well when in action.

Fleet Earl McCullough, the former Southern California sprinter, and Larry Walton, a rookie last year, are listed as the starting wide receivers with Phil Odle behind him. Big Charlie Sanders, the team's number one receiver in '69, is the tight end.

Rocky Freitas, the gigantic 6-6, 280-pound right tackle, heads a huge and experienced offensive line. Roger Shoals is the other tackle, with Chuck Walton and Bob Kowalkowski at guards and Ed Flanagan at center.

Defense, however, is the Lions' biggest asset. It fashioned three shutouts last season—against New York, St. Louis and Los Angeles—held Chicago to a total of 10 points in two games and never allowed more than 28 points in any game.

Controversial and outspoken Alex Karras, who can be as



It's another interception for Lions' Lem Barney (20).

good as he wants, is the defensive leader from his left tackle spot. Right tackle Jerry Rush and ends Joe Robb and Larry Hand complete the rush line. The linebacking is quite adequate with Paul Naumoff and Wayne Walker flanking Mike Lucci.

Lem Barney, one of the league's top interceptors, mans the left cornerback spot with crafty veteran Dick LeBeau on the other side. The safeties are Tommy Vaughn and Mike Weger or Wayne Rasmussen.

Schmidt is aware the Lions allowed the opposition only 3,084 yards last season—second best in the league—but still is hopeful they will do better. "It's hard to expect improvements on some aspects of our game," he says. "But we do expect it. You can't win in this league by just being good, or very good. You must be the best. That's what we're shooting for."

### 1969'S BEST

RUSHING				
	ATTS.	YDS.	AVG./RUSH	TD
Bill Triplett	111	377	3.4	3
Altie Taylor	118	348	2.9	0
Nick Eddy	78	272	3.5	2
Mel Farr	58	245	4.2	4
PASSING				
	ATTS.	CMP.	YDS.	TD
Bill Munson	166	84	1062	7
Greg Landry	160	80	853	4
RECEIVING				
	CGHT.	YDS.	AVG./CATCH	TD
Charlie Sanders	42	656	15.6	3
Earl McCullough	33	529	16.0	5
SCORING				
	TD	XPT.	FG	PTS.
Errol Mann	0	26	25	101
PUNTING				
		NO.	AVG.	
Lem Barney		66	34.1	



Towering Boyd Dowler, who retired as an active player this year with Green Bay to take a coaching job with the Los Angeles Rams, was asked to comment on the Packers' third-place finishes in the past two seasons following an era in which they dominated pro football. "It was a combination of things," noted Dowler. "But after you've won three world championships in a row (1965-67), there's no place to go. That was our goal—to be the first team to do this. And I think there was a tendency subconsciously to slip back emotionally after this was accomplished."

Dowler has a valid point, but there also were other factors in the Packers' demise such as age, discontent, injuries and the decision by Vince Lombardi to surrender the coaching reins to his chief assistant, Phil Bengtson.

In their glory years, the Packers always had a superb blend of standout veterans and a crop of highly promising rookies. Now, many of the experienced players are gone, and Green Bay is in the midst of a rebuilding program. It is possible that 11 members of the 1969 squad who also played on the 1967 championship team will not be with the club this season.

Dowler, offensive tackle Forrest Gregg, defensive end Willie Davis and defensive tackle Henry Jordan have retired. Halfback Elijah Pitts, linebacker Lee Roy Caffey and center-guard Bob Hyland were traded to Chicago. Cornerback John Rowser was dealt to Pittsburgh. Cornerback Herb Adderley vowed he will not return to Green Bay because of a disagreement with Bengtson. Tight end Marv Fleming has played out his option. And fullback Jim Grabowski's injured knee has not responded to surgery and his career may come to a premature end. It was not the kind of an off-season to cure Bengtson's stomach ulcer.

Despite the many personnel losses, the Packers still have several key veterans. There is the pinpoint passer and excellent field general, quarterback Bart Starr, who has been plagued by injuries in recent years. He will be given stiff competition for his job by quick-striking Don Horn.



Speedy Travis Williams gained 536 yards rushing in '69.

## CENTRAL DIVISION GREEN BAY PACKERS

1969 FINISH				1970 PREDICTION
	W	L	T	
Third	8	6	0	Third



There is number one receiver Carroll Dale. There is center Ken Bowman. There is defensive end Lionel Aldridge. There are linebackers Ray Nitschke and Dave Robinson. And there are defensive backs Willie Wood, Bob Jeter and Doug Hart.

Meanwhile, the Packers are well stocked at running back with breakaway sensation Travis Williams, 1969 rookie standout Dave Hampton, versatile Donny Anderson, promising Perry Williams and possibly Grabowski.

The pass catching corps was dealt a serious blow with the retirement of the reliable Dowler, but it still has Dale and speedster John Spilis as wide receivers. John Hilton, obtained from Pittsburgh for Rowser, rookie Rich McGeorge from little Elon College, the Packers' second draft on the first round, and Jacque MacKinnon, acquired from San Diego, will battle for the tight end position.

Bowman anchors the offensive line, which also includes Gale Gillingham and Bill Leuck at guards and Francis Peay and Dick Himes at tackles.

The retirements of Davis and Jordan have left big gaps on the defensive line. Aldridge will play right defensive end with Bob Brown at the other end. Rich Moore and highly touted number one draft choice Mike McCoy from Notre Dame are being groomed for the tackle slots. Linebacking, long a Packers' strongpoint, again will be formidable with Nitschke, Robinson and Fred Carr. Second-round draft choice Al Matthews of Texas A&I probably will join Wood, Jeter and Hart in the backfield.

The lack of an effective place kicker has hurt Green Bay the past two seasons. Neither Mike Mercer nor Booth Lusteg did the job and the Packers are looking for help in that department.

They also are seeking to regain their winning habits of the past. But this does not look like the season. ▲

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Travis Williams	129	536	4.2	4
Dave Hampton	80	365	4.6	4
Donny Anderson	87	288	3.3	1
Jim Grabowski	73	261	3.6	1
PASSING	ATTS.	CMP.	YDS.	TD
Bart Starr	148	92	1161	9
Don Horn	168	89	1505	11
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Carroll Dale	45	879	19.5	6
Boyd Dowler	31	477	15.4	4
SCORING	TD	XPT.	FG	PTS.
Travis Williams	9	0	0	54
Dave Hampton	7	0	0	42
PUNTING	NO.	AVG.		
Donny Anderson	58	40.2		



# CENTRAL DIVISION

## CHICAGO BEARS

1969 FINISH			1970 PREDICTION
W	L	T	
Fourth 1	13	0	Fourth

Having suffered through the worst season in their 50-year history, the Chicago Bears have made a series of changes that promise eventually to make them formidable contenders again in the Central Division. The Bears don't seem ready yet to challenge for the title, but neither do they figure to repeat their horrible 1-13 finish of 1969.

Actually, Chicago was not as bad as its record indicated last year. Six of the losses were by a total of 22 points. And in four of the games, the Bears surrendered the winning points in the last five minutes. Nevertheless, the team won only one game and was badly wracked by dissension and discontent at the end of the season.

The most celebrated malcontent was quarterback Virgil Carter. He blasted management and Coach Jim Dooley after he was benched following the first half of a game against Green Bay. Wide receiver Dick Gordon was another unhappy player. He was criticized by the coaching staff for his mod styles.

Surprisingly, both Carter and Gordon still are with the team. And more surprisingly, the Bears managed to obtain eight players in trades while giving up only two. From Green Bay, they got linebacker Lee Roy Caffey, running back Elijah Pitts and center-guard Bob Hyland for their number one draft choice. From Dallas, they obtained running back Craig Baynham and safety Phil Clark for their second round draft choice. From Cincinnati came defensive tackle Bill Staley and defensive end Harry Gunner for offensive tackle Rufus Mayes. And from New Orleans, they acquired tight end Jim Hester for defensive lineman Loyd Phillips.

Dooley is delighted with the trades. "Of course, we would have liked to have afforded the luxury of taking our first and second round draft choices," he says, "but we had to look at the present instead of the future. And it takes veterans when

you are thinking in those terms. The trades filled certain positions that needed it. We had to fill spots with high-class performers."

Dooley figures that at least five of the newcomers will be starters and the other three will be strong candidates for regular jobs. Pitts, a dangerous outside threat, could team with the brilliant Gale Sayers to form one of the league's most potent running combinations. Sayers recovered from a severe knee injury that threatened his career and led the league in rushing for the second time last season with 1,032 yards. Baynham also figures to do a lot of ballcarrying along with Ron Bull.

Caffey will give the Bears an outstanding linebacking trio with All-Pro Dick Butkus in the middle and Doug Buffone on the left side. Staley, a youngster with enormous talent, figures to join 280-pound Frank Cornish at defensive tackle, leaving veterans George Seals and Willie Holman in reserve. Clark probably will replace either Dick Daniels or George Youngblood at a safety position. Hester is a strong candidate to take over for Austin Denney at tight end. Gunner most likely will see a lot of service behind holdovers Ed O'Bradovich and Dick Evey at defensive end. And Hyland will spell either Mike Pyle at center or Howie Mudd and Jim Cadile at guard.

Completing the starting lineups probably will be wide receivers Gordon and Bob Wallace, quarterback Bob Douglass, offensive tackles Wayne Mass and Randy Jackson and safeties Bennie McRae and Joe Taylor. The biggest weaknesses remain at quarterback and pass catching. The left-handed Douglass is regarded as having great potential but he has yet to realize it. He replaced Jack Concannon last season and started seven games, but completed only 46% of his passes and five touchdown aerals. And none of the receivers has yet to have an outstanding season.

However, if the Bears can develop an effective passing game to go with their powerful running attack and the newcomers help as expected, they will be far from the pushovers they were last season. ▲

### 1969'S BEST

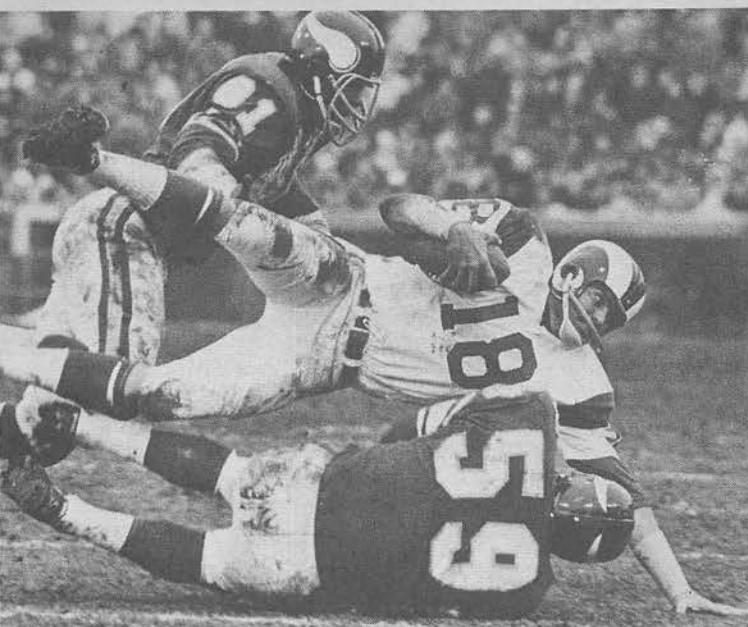
RUSHING				
	ATTS.	YDS.	AVG./RUSH	TD
Gale Sayers	*236	*1032	4.4	8
PASSING				
	ATTS.	CMP.	YDS.	TD
Jack Concannon	160	87	783	4
Bob Douglass	148	68	773	5
RECEIVING				
	CGHT.	YDS.	AVG./CATCH	TD
Bob Wallace	47	553	11.8	5
Dick Gordon	36	414	11.5	4
SCORING				
	TD	XPT.	FG	PTS.
Mac Percival	0	26	8	50
Gale Sayers	8	0	0	48
PUNTING				
		NO.	AVG.	
Bobby Joe Green		76	39.0	

\* League leader



Dick Butkus (51) is Chicago's big man in the middle.





LA quarterback Roman Gabriel was named MVP last year.

## WESTERN DIVISION LOS ANGELES RAMS

1969 FINISH			1970 PREDICTION
W	L	T	First
First 11	3	0	



guard and Ken Iman, the center,—and all are underrated. The line protected the Rams' passers so well last season that the quarterbacks were tackled only 17 times while attempting to throw, an NFL record.

The defense, however, was not up to par. It yielded 4,001 yards, a respectable figure but far more than the 3,118 yards it had limited the opposition to in 1968. The starting line was Deacon Jones and Diron Talbert at ends and Merlin Olsen and Coy Bacon or Roger Brown at tackles. Brown, the massive 285-pounder, played so well that Allen is planning to start him full time and move Bacon to Talbert's position.

At linebacker, the Rams will be hurt by the retirement of Maxie Baughan, who called defensive signals. Jim Purnell will replace Baughan on the right side, with left side linebacker Jack Pardee inheriting the signal calling responsibilities. In the middle, the prime candidates are veterans Myron Pottios and Doug Woodlief and rookie Jack Reynolds from Tennessee.

Twelve-year pro Richie Petitbon will be at one safety with Nate Shaw or Ron Smith replacing the retired Ed Meador at the other safety. And the cornerbacks will be Kermit Alexander, acquired from San Francisco for placekicker Bruce Gossett, and Clancy Williams or Jim Nettles. Gossett's departure leaves the kicking to inexperienced David Ray.

Another asset the Rams have is punt and kickoff return specialist Alvin Haymond. His 435 yards on 33 punt returns was more than any other TEAM made in 1969.

Allen not only is predicting a better season for Gabriel, but for the entire club. It is not a good sign for the other teams in the Western Division—or the rest of the league. ▲

In Los Angeles, the Rams probably will do as well as the Roman does. And if head coach George Allen's prediction about the Roman—quarterback Roman Gabriel—is correct, the Rams should have no trouble winning the Western Division title. "Roman Gabriel's greatest days are ahead of him," forecasts the astute coach. "He improves every year."

If true, the big signal-caller should have an incredible 1970 season. Last year, he was merely outstanding, completing 217 of 399 passes for 2,549 yards and 24 touchdowns with only seven interceptions while winning the league's Most Valuable Player Award and guiding the Rams to the Coastal Division championship. In leading the club to 40 victories, 13 losses and three ties in the last four years, Gabriel has erased many of the Rams' passing records held by two illustrious predecessors, Norm Van Brocklin and Bob Waterfield, and this season he should become number one in total yards (he needs only 709) and in touchdown passes (he needs only 10).

Last season, the Rams won their first 11 games to clinch the Coastal Division title, then lost their final three regular season contests, dropped a heartbreaking 23-20 decision to Minnesota for the Western Conference championship and wound up with a smashing 31-0 victory over Dallas in the Playoff Bowl. As the Rams celebrate their silver anniversary in California, their title hopes again rest with the poised, proficient Gabriel.

However, he might find his job of winning a little more difficult if Los Angeles' running game doesn't improve. A repeat performance by the Rams' ground gainers (they finished last in the NFL in rushing statistics last season) will enable the opposition to key more on stopping Gabriel's passes to wide receivers Jack Snow, Wendell Tucker, Jim Seymour, the former Notre Dame star who spent the entire 1969 season in service, or number two draft choice Charlie Williams from Prairie View, and tight ends Billy Truax and Bob Klein.

Larry Smith, a standout rookie last season who led the club in rushing and was second in pass catching, will start at one running back spot, with veteran Tommy Mason behind him. Bull-like Les Josephson or Willie Ellison will get the call at the other slot.

The Rams again will have one of the league's best offensive lines—if 290-pound All-League tackle Bob Brown and guard Joe Scibelli recover successfully from knee operations. Charlie Cowan is the other tackle, Tom Mack the other

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Larry Smith	166	599	3.6	1
Les Josephson	124	461	3.7	0
PASSING	ATTS.	CMP.	YDS.	TD
Roman Gabriel	399	217	2549	*24
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Jack Snow	49	734	15.0	6
Larry Smith	46	300	6.5	2
Wendell Tucker	38	629	16.6	7
Billy Truax	37	431	11.6	5
SCORING	TD	XPT.	FG	PTS
Bruce Gossett	0	36	22	102
Wendell Tucker	7	0	0	42
PUNTING	NO.	AVG.		
Pat Studstill	*80	40.7		

\* League leader



# WESTERN DIVISION SAN FRANCISCO 49'ERS

1969 FINISH			1970 PREDICTION
W	L	T	
Fourth 4	8	2	Second

Try as they have, the San Francisco 49ers are still without a divisional championship. They entered the NFL 20 years ago. This, however, does not look like the year in which they can win that first title. They do have a tough, seasoned club, but it doesn't appear good enough to overtake the Los Angeles Rams in the Western Division.

Last year, the 49ers entered the campaign with high hopes, following their 7-6-1 record in 1968. But they slumped to a 4-8-2 mark because of four glaring weaknesses: a weak defense, poor placekicking, ineffective kick and punt returners, and bad coverage on kicks and punts.

Aware of the shortcomings, Coach Dick Nolan has taken steps to try and alleviate the problems.

Last season, the defensive line lacked depth, speed and quickness, largely because of injuries. When ends Stan Hindman and Bill Belk were sidelined, Nolan was forced to use tackles as replacements. Opposing quarterbacks moved outside and kept throwing. Nolan is hopeful that Hindman, who underwent knee surgery, and Belk will be ready for full-time duty this season. To protect against injuries, Nolan made 250-pound defensive end Cedrick Hardman of North Texas State his number one draft choice. Hardman has been clocked in 4.7 for 40 yards.

The number two draft selection was defensive back Bruce Taylor, who led Boston University in scoring. He is being geared for several important jobs. First, he will replace traded Kermit Alexander at cornerback. And then, he will return punts and kickoffs. The 49ers finished last in punt returns in 1969 with a 2.9 average and 15th in kickoff returns with less than 20 yards a runback.

Vic Washington, a former Wyoming standout who played in Canada last year, was drafted fourth. If he can be released prematurely from his contract with Ottawa (it has an option

clause running through next season), he will join Taylor in running back punts and kickoffs.

The deal that sent Alexander to the Rams brought placekicker Bruce Gossett, the league's third leading scorer in 1969 with 102 points on 36 consecutive extra points (he now has a string of 165 in a row) and 22 of 34 field goal attempts. San Francisco kickers were woefully weak last season with Tommy Davis and Momcilo Gavric hitting on only six of 21 FG tries and 22 of 24 conversions.

As for the overall coverage on kicks and punts, Nolan believes there are enough ambitious and aggressive rookies on the club to provide better tackling. He hopes that somebody can stop the other clubs, because he is confident quarterback John Brodie can provide the 49ers with points. Brodie and Steve Spurrier combined to lead the league in four passing categories—attempts (496), completions (278), gross yards (3,379) and net yards (3,158). They also passed for 22 touchdowns.

Their favorite targets were rookie Gene Washington and running back Doug Cunningham, each with 51 receptions, and tight end Bob Windsor, with 49 catches. Dick Witcher was the other wide receiver, and figures to see considerably more action this season. That's because the 49ers shipped Clifton McNeil to the Giants. The club is also looking for help from big tight end Ted Kwalick, the former Penn State All-American.

Cunningham, bull-like Ken Willard and speedy Jim Thomas will provide adequate running if given the opportunity by the offensive line which has been geared more for pass blocking than running. Kevin Hardy, the ex-Notre Dame All-American, is being shifted from the defensive line to a guard position in an effort to help the ground game. He probably will team with Elmer Collett. The tackles will be Cas Banaszek and Len Rohde, and the center Forrest Blue.

Veterans Charley Krueger and Roland Lakes are the defensive tackles. Ed Beard, returning from a knee injury, is the middle linebacker with rugged Dave Wilcox on the left side and Skip Vanderbundt, John Sniadecki or Frank Nunley on the right. Bruce Taylor and Jim Johnson will patrol the corners, with Rosey Taylor and Mel Phillips or Al Randolph at safeties.

The 49ers seem to have done well in solving most of their problems . . . which should result in a major improvement.

## 1969'S BEST

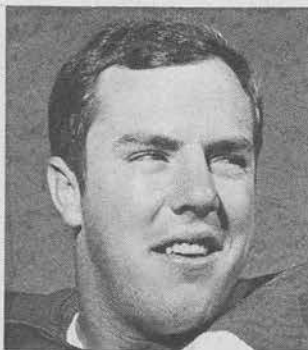
RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Ken Willard	171	557	3.3	7
Doug Cunningham	147	541	3.7	3

PASSING	ATTS.	CMP.	YDS.	TD
John Brodie	347	194	2405	16
Steve Spurrier	146	81	926	5

RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Gene Washington	51	711	13.9	3
Doug Cunningham	51	484	9.5	0
Bob Windsor	49	597	12.2	2

SCORING	TD	XPT.	FG	PTS.
Ken Willard	10	0	0	60
Jim Thomas	6	0	0	36

PUNTING	NO.	AVG.
Jon Kilgore	36	40.3



KEVIN HARDY



KEN WILLARD



JOHN BRODIE



TED KWALICK





JIM BUTLER



RANDY JOHNSON

# WESTERN DIVISION

## ATLANTA FALCONS

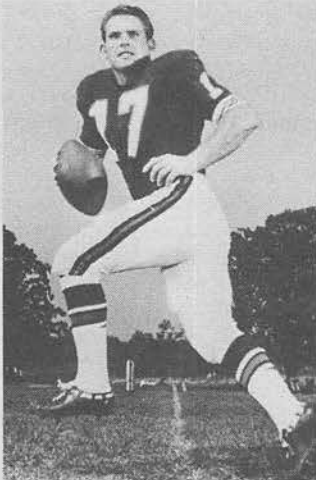
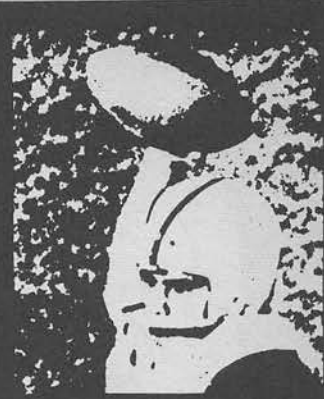
### 1969 FINISH

W L T  
Third 6 8 8

### 1970

### PREDICTION

Third



BOB BERRY



GAIL COGDILL

In examining the Atlanta Falcons' 1969 statistics, the most striking figures are under the "yards lost passing" column. Atlanta quarterbacks were dumped 63 times for 477 yards, both NFL highs.

They quickly revealed to fiery head coach Norm Van Brocklin where the club needs help most. This is not a new problem (Falcon passers were dropped 70 times in 1968), but it is one that must be repaired if the team is to continue the remarkable improvement it showed last year. In 1969, Atlanta won six games, equalling the total it won in its previous three years in the NFL. Capping the highly successful season was a stunning 10-3 victory over league champion Minnesota.

Still, there was that problem of protecting the passer. To help the situation, Van Brocklin made two of his first six draft choices offensive linemen. He took guard Andy Maurer

from Georgia and center Ken Mendenhall from Oklahoma. Maurer will battle Mal Snider and Dick Enderle, both rookies last season, for a starting job. And Mendenhall will try and oust much-traveled Jim Waskiewicz. George Kunz, the former Notre Dame All-American and also a rookie last year, and 6-7, 260-pound veteran Bill Sandeman are the tackles.

The starting line did an effective job on running plays, opening the way for some effective ground gaining by Jim "Cannonball" Butler and Harmon Wages, who were picked up as free agents. Paul Gipson, the ex-Houston standout in his first pro season, and veteran Charlie Bryant also gained valuable yardage. No. 2 draft pick Art Malone from Arizona State could help.

Quarterbacks Randy Johnson and Bob Berry, who split the season because of injuries, proved exceptionally accurate in their passing . . . when given the time to throw. They combined for 122 completions in 217 attempts for 1,875 yards and 18 touchdowns. But the team had the fewest attempts and completions in the league. This was most distressing to Van Brocklin, one of the game's finest quarterbacks during his playing days.

The team's top receivers were castoffs Gail Cogdill and Paul Flatley and rookie Jim Mitchell from Prairie View. Rookie Todd Snyder from Ohio University might crack through that trio this year.

The defense figured to suffer drastically last year when ace middle linebacker Tommy Nobis ripped a knee ligament and missed nine games. But it bore up surprisingly well under the handicap. Don Hansen moved into Nobis' spot and teamed with Bob Brezina and Grady Allen in doing a workmanlike job. Now, Nobis, the heart and soul of the Falcons' defense since the team's beginning, reportedly is fully recovered from the injury. And the Falcons made All-American John Small of The Citadel their number one draft pick. Small's name belies his size. He is 6-4, 245. Small is expected to take over an outside linebacking spot with Nobis in the middle again and Brezina, Allen and Hansen battling for the other job.

The defensive line is young and strong, with Claude Humphrey (6-5, 244), rookie of the year in 1968, and John Zook (6-5, 240), a first-year man in 1969, at ends, and Carlton Dabney (6-5, 259) and Dave Cahill (6-3, 245) at tackles.

Youth also is an asset in the defensive backfield. Cornerback Rudy Redmond and safety Jim Weatherford were rookies last year. Safety John Mallory played only his second season in the league, and Ken Reaves was the veteran of the group. He was in his fourth year.

Van Brocklin would like to see more consistency from his field goal kicker, Bobby Etter. Etter connected on only 15 of 30 attempts last season.

The Dutchman, starting his second full season as Falcon coach, also talks of "more flexibility and versatility" on offense and "more team effort" on defense. If the Falcons improve as much as they did last year, they will have to be reckoned with as strong contenders. But it doesn't appear likely that they will.

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Jim Butler	163	655	4.0	3
Harmon Wages	72	375	5.2	2
PASSING	ATTS.	CMP.	YDS.	TD
Bob Berry	124	71	1087	10
Randy Johnson	93	51	788	8
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Paul Flatley	45	834	18.5	6
Gail Cogdill	24	374	15.6	5
SCORING	TD	XPT.	FG	PTS.
Bob Etter	0	33	15	78
Paul Flatley	6	0	0	36
PUNTING	NO.	AVG.		
Billy Lothridge	69	41.2		



## WESTERN DIVISION NEW ORLEANS SAINTS

1969 FINISH			1970 PREDICTION
W	L	T	
Third 5	9	0	Fourth

Tom Fears, a man without fear and a Vince Lombardi disciple, has been taking the New Orleans Saints on a slow but steady march through the NFL. If the Saints continue to follow the pattern they have set in their first three years of existence, they will win six games this season. In their NFL debut in 1967, they won three games. The next season, they won four. And last year, they increased their victory total to five.

Fears, formerly one of the league's premier pass catchers and a coach under Lombardi for five seasons, says, "our progress has been good, and we should continue to have better coordination and execution in 1970."

Before concentrating on his problems on the field in training camp, Fears apparently resolved his dispute with General Manager Vic Schwenn over who should be in charge of scouting and drafting collegiate talent—the coaching staff or the front office. The disagreement did not help the club.

Neither do the New Orleans fans help the team, at times. The much-maligned quarterback, Billy Kilmer, puts it this way: "The fans and I are both quick to react to a situation and we are emotional and want a winner. I walked on the field once and saw a banner inscribed 'Kilmer for Mayor.' I thought it was a compliment. Then I realized the Mayor is the only person in New Orleans who is booed more than me."

The candid Kilmer admits he doesn't always play a good game. He says he is prone to "mental lapses," but he has a certain charisma and drive which has won him the respect of the players and the confidence of Fears. Still, the fans boo him repeatedly, causing Kilmer to say jokingly, "I may be the first quarterback ever assassinated by the fans."

All things considered, Kilmer had a highly successful season last year. He completed 193 of 360 passes for 2,532 yards and 20 touchdowns. His number one target—and the top receiver in the league—was Danny Abramowicz with 73 catches for 1,015 yards.

Al Dodd was the other wide receiver and Dave Parks played tight end. The Saints added even more pass catching strength by taking 9.3 sprinter Kenny Burroughs of Texas Southern as their first draft choice and 1968 Olympic hurdles champion Willie Davenport of Southern University as their No. 12 pick. Davenport, however, may also be given a shot in the defensive backfield.

New Orleans also had surprisingly good running with the emergence of Andy Livingston and Tony Baker as top-flight ball carriers, and Tom Barrington, Ernie Wheelwright and Tony Lorick in reserve.

Leading the offensive charge were tackles Don Talbert and Errol Linden, guards Del Williams and Jake Jupp and center Jerry Sturm. John Shinnars, a top draft selection a year ago, could move in at a guard spot.

Defense was the Saints' big downfall—and could be again. They were vulnerable against the pass, and intercepted only 12 enemy aeriels, the lowest total in the league. Present plans call for Elijah Nevett and Gene Howard to work the corners and Dave Whitsell and Joe Scarpati, the latter obtained from Philadelphia, to be the safeties, but Fears is looking for help in those areas.

Middleman Dick Absher, voted the team's defensive player of the year in 1969, keys the linebacking corps which includes John Brewer and Mike Morgan.

The team's biggest loss both literally and physically was 6-8, 275-pound defensive end Doug Atkins. The inspirational veteran retired at 39 after 17 years in the league and a record-tying 205 consecutive games. To replace him, the Saints acquired Loyd Phillips from the Chicago Bears. His counterpart will be Dave Long, and the defensive tackles are a pair of 280-pound giants, Dave Rowe and Mike Tilleman.

New Orleans also has one of the greatest success stories of 1969, Tom Dempsey, the kicker with the deformed foot. He finished fifth in scoring with 99 points and played in the Pro Bowl game.

He is one of the key reasons the Saints hope to keep marching onward and upward in 1970. ▲



DAN ABRAMOWICZ



ANDY LIVINGSTON

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Andy Livingston	181	761	4.2	5
Tony Baker	134	642	*4.8	1
PASSING	ATTS.	CMP.	YDS.	TD
Bill Kilmer	360	193	2532	20
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Dan Abramowicz	*73	1015	13.9	7
Al Dodd	37	600	16.2	1
SCORING	TD	XPT.	FG	PTS
Tom Dempsey	0	33	22	99
Andy Livingston	8	0	0	48
Dan Abramowicz	7	0	0	42
PUNTING	NO.	AVG.		
Olie Cordill	42	40.9		

\* League leader



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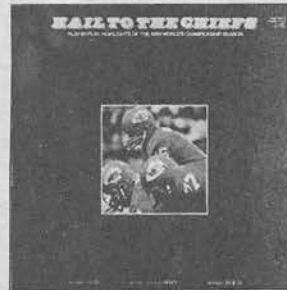
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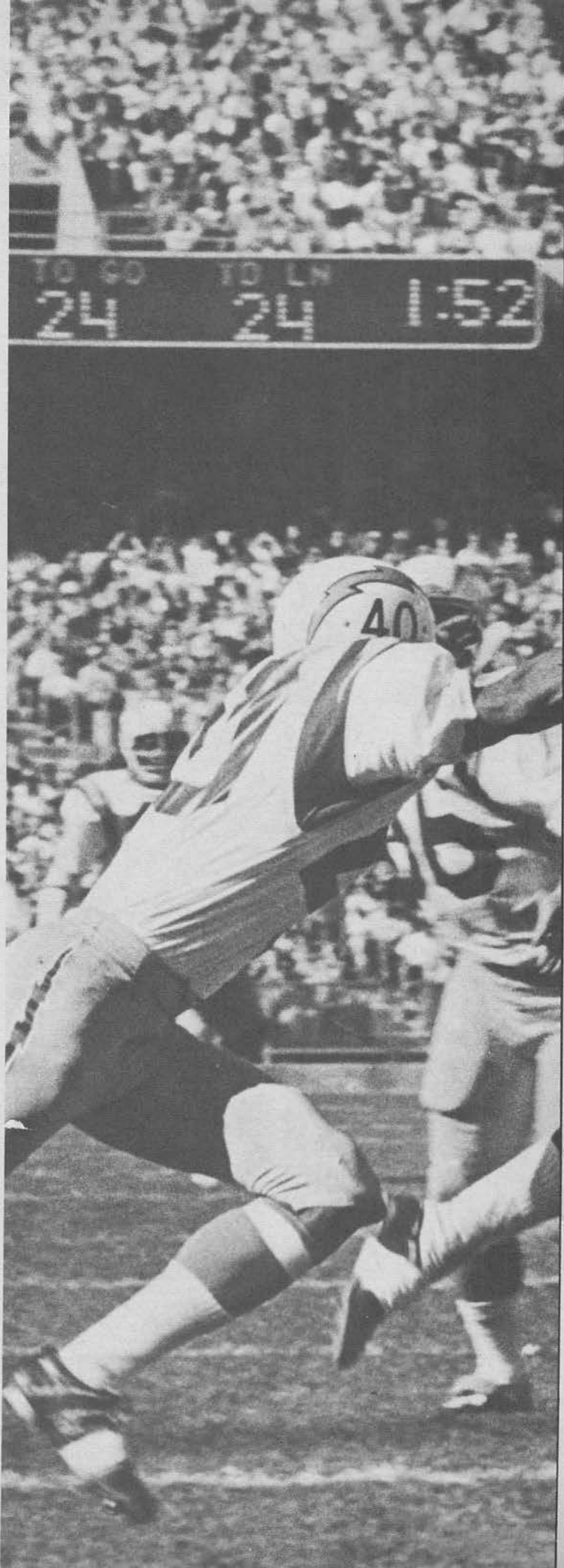
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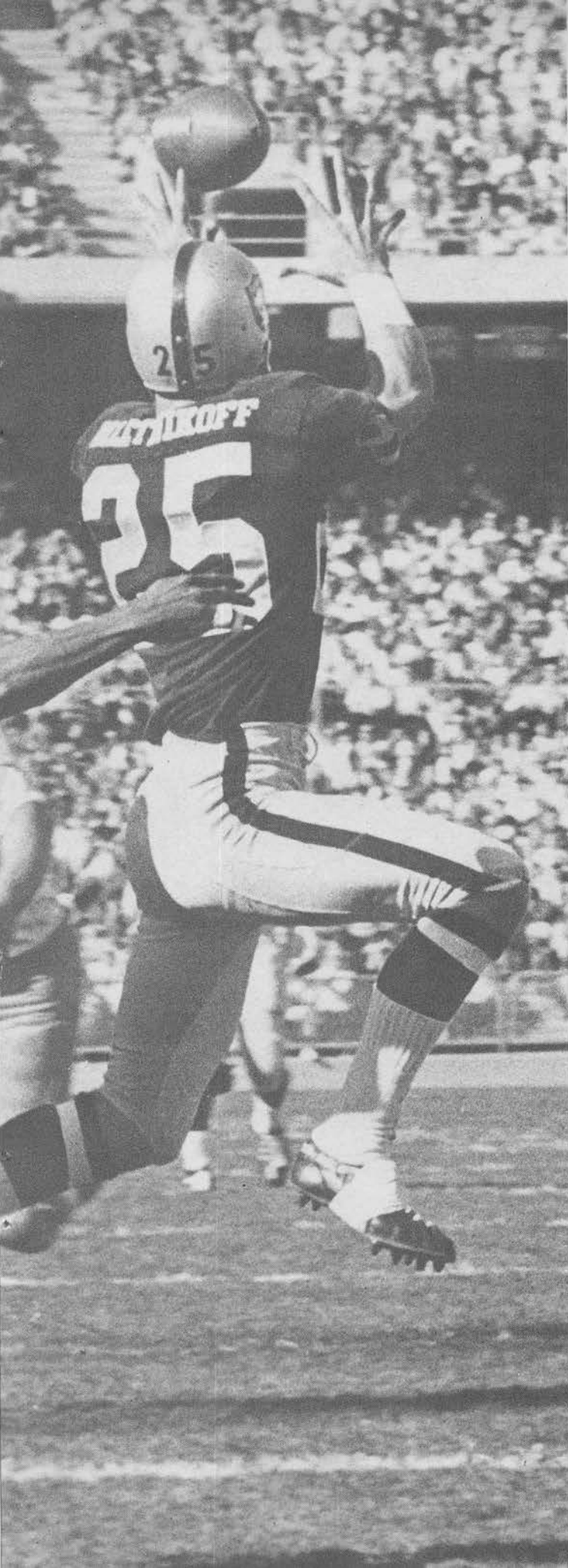


## AMERICAN CONFERENCE

By Murray Chass







NEW. That's the key word in the American Conference this year.

The conference itself is new, of course, with a new alignment—three divisions instead of two—and three new teams—Baltimore, Cleveland and Pittsburgh—making 13 teams instead of 10.

There are two new coaches—Don Shula at Miami and Don McCafferty at Baltimore; two new stadiums—in Pittsburgh and Cincinnati, and a new playing field—artificial turf in Miami.

In addition, the three new name quarterbacks from the college ranks are in the conference—Terry Bradshaw of Louisiana Tech with Pittsburgh, Mike Phipps of Purdue with Cleveland and Dennis Shaw of San Diego State with Buffalo.

Furthermore, through trades, there are two name quarterbacks with a new team—Charley Johnson, from St. Louis, and Jerry Rhome, from Cleveland, both with Houston—and two name wide receivers with new teams—Paul Warfield, from Cleveland, with Miami, and Homer Jones, from the New York Giants, with Cleveland.

Finally, based on recent history, there should be a new champion in the conference. Not since Buffalo did it in 1965 has a champion repeated in the American League so perhaps Kansas City shouldn't make too many plans for January in Miami.

On the other hand, the Chiefs are experienced at doing the unexpected (17-7 over Oakland in the AFL title game and 23-7 over Minnesota in the Super Bowl) so maybe the conference champion won't be new after all.

Before they can repeat, though, the Chiefs will have their hands full with Oakland in their own division and the New York Jets, Baltimore and Cleveland in the other divisions.

At the same time, the Jets will get a lot of trouble from the schedule they have to play. Of last season's top six teams, the Jets must play four—Minnesota, Los Angeles, Cleveland and Oakland. That's why their tussle with Baltimore for the Eastern Division crown should be as tough as the Kansas City-Oakland war in the west.

The playoffs, incidentally, will include the three division winners plus the team with the best percentage among the remaining 10 teams. At this early and distant vantage point, that fourth team should be Oakland with the season's end looking like this: ▲

Eastern  
New York  
Baltimore  
Miami  
Buffalo  
Boston

Central  
Cleveland  
Houston  
Cincinnati  
Pittsburgh

Western  
Kansas City  
Oakland  
San Diego  
Denver



# EASTERN DIVISION NEW YORK JETS

19-9 FINISH				1970 PREDICTION
W	L	T		
First 10	4	0		First

If nothing else, the Jets this year should be the smartest team in the conference. They insured that status in the college draft when they drafted players who majored in bio-physics, mathematics, finance, chemical engineering, speech pathology and audiology, and entomology.

Of course, they'd be very willing to give up their Phi Beta Kappa chapter for a couple of good defensive backs. They were in trouble in their secondary all last year, and that's the main reason they were unable to repeat as AFL champions.

A damaging knee injury to strong safety Jim Hudson was one factor in the decline of the team's effective pass defense, but another was the ineptitude of Randy Beverly and Cornell Gordon at one of the corners.

The situation should be improved this year or Weeb Ewbank's off-season maneuvers were a waste of time. Having no assurance that Hudson's knee would permit him to play the rugged way he did before the injury, Ewbank traded for W.K. Hicks, a potential strong safety from Houston, and drafted a whole corps of defensive backs.

Prime among the rookies is Steve Tannen, the No. 1 choice from Florida whom Ewbank tabbed as a starter as soon as he selected him. Tannen is said to look and act like Joe Namath, but all he'll have to do is be half as good a pass defender as Namath is a passer and he'll make it big.

Unless he shows he can't do the job, which pro scouts think unlikely, Tannen will team with John Dockery at the corners, leaving Hicks a possible starter at safety with Billy Baird.

If Tannen and Hicks don't make it, Gordon is still around

(Beverly was traded to San Diego for wide receiver Richard Trapp) as are a bunch of rookies, such as Dennis Onkotz of Penn State, Cliff McClain of South Carolina State, Terry Stewart of Arkansas, Jim Williams of Virginia State and Earlie Thomas of Colorado State.

Up front defensively the Jets have no problems with Gerry Philbin, Steve Thompson, John Elliott and Verlon Biggs on the line and Ralph Baker, Al Atkinson and Larry Grantham at linebacker.

Namath, of course, is the center of the offense with George Sauer, Don Maynard and Pete Lammons his prime receivers and Matt Snell and Emerson Boozer his runners.

The line has John Schmitt at center, Dave Herman and Randy Rasmussen at the guards and Winston Hill and Roger Finnie at the tackles. Finnie, however, is in a fight for his job because Dave Foley, the team's No. 1 draft choice in 1969, has recovered from a knee injury that kept him out of action all last season.

Knees, of course, are always uppermost in the Jets' minds because Namath has a pair that are unstable. But they haven't hindered him significantly the past couple of seasons, and there's no reason why this year should be any different. ▲

## 1969'S BEST

RUSHING				
	ATTS.	YDS.	AVG./RUSH	TD
Matt Snell	191	695	3.6	4
Emerson Boozer	130	604	4.6	4
PASSING				
	ATTS.	CMP.	YDS.	TD
Joe Namath	361	185	2734	19
RECEIVING				
	CGHT.	YDS.	AVG./CATCH	TD
Don Maynard	47	938	20.0	6
George Sauer	45	745	16.6	8
SCORING				
	TD	XPT.	FG	PTS.
Jim Turner	0	33	*32	*129
George Sauer	8	0	0	48
PUNTING				
		NO.	AVG.	
Steve O'Neal		54	44.3	

\* League leader

Joe Namath (12) passed for 2734 yards last year and Emerson Boozer (32) added 604 along the ground for the N.Y. Jets.





It is entirely conceivable that no matter how many more championships the Baltimore Colts win, Carroll Rosenbloom, the team owner, never will completely get over the shock and utter disappointment he suffered on Jan. 12, 1969.

More immediate, though, is the question of how long it will take the Colts as a team to get over the shock and disappointment they suffered that day.

That day, of course, was the day the Colts lost to the New York Jets in the Super Bowl, the first National League team to lose to an American League team in the world championship competition.

The way life moves so rapidly ahead these days that game is almost ancient history. But it did have great influence on events that happened afterward.

For example, the loss was one of the primary reasons Rosenbloom agreed to move his Colts into the American Conference under the new NFL setup. How else, he asked himself, would he get another crack at the Jets?

A second example is the way the Colts played last year—in and out at best. It seemed as if they never recovered from the upset. From their championship year in 1968, the Colts plummeted to an 8-5-1 record last season. They shouldn't encounter too much difficulty in achieving that kind of a record this year, but they'll have to do better if they hope to beat out the Jets as champions in the Eastern Division.

In attempting to do better, the Colts have a new general manager, Don Klosterman, formerly with the Houston Oilers, and a new coach, Don McCafferty, successor to Don Shula, who moved to Miami as coach and part owner.

McCafferty was a Colt assistant coach for 11 years so he isn't about to make any drastic changes.

To start with he'll go with basically the same team that finished last season, and that includes the quarterback, Johnny Unitas. There is, of course, no reason why he shouldn't use Unitas, who while not being as great as ever is still one of the best in the business. Earl Morrall, only a year younger than Unitas' 37 years, is the No. 2 quarterback while Jim Ward is the youngster pressing for action.

Tom Matte, the NFL's No. 3 rusher, heads the running backs with Jerry Hill, Terry Cole and Norm Bulaich, the top draft choice, competing for the other spot. The receivers are John Mackey, tight, and Willie Richardson plus Jimmy Orr, Ray Perkins or Eddie Hinton, wide.

The interior offensive line is set with center Bill Curry, tackles Bob Vogel and Sam Ball and guards Glenn Ressler and Dan Sullivan.

The Colts are expecting better things from the defense

## EASTERN DIVISION BALTIMORE COLTS

1969 FINISH			1970 PREDICTION
W	L	T	
Second 8	5	1	Second



with tackle Fred Miller recovered from a shoulder ailment and an eye injury. Billy Ray Smith is the other tackle, and Bubba Smith and Roy Hilton are the ends.

The linebackers are Mike Curtis, Bob Grant and Ted Hendricks, and the backs are Charlie Stukes and Tom Maxwell at the corners and Jerry Logan and Rich Volk at safeties.

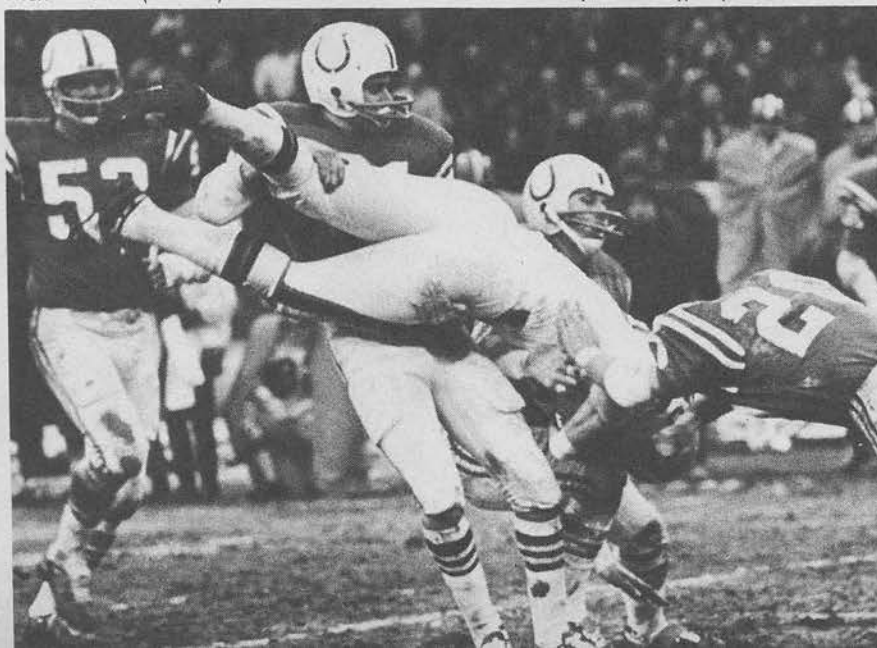
The big dates for the Colts are Oct. 18 and Dec. 19, and it's likely they'll have to beat the Jets those days if they are to have a shot at the first American Conference crown. ▲

### 1969'S BEST

RUSHING				
	ATTS.	YDS.	AVG./RUSH	TD
Tom Matte	235	909	3.9	*11
Terry Cole	73	204	2.8	2
PASSING				
	ATTS.	CMP	YDS.	TD
Johnny Unitas	327	178	2342	12
RECEIVING				
	CGHT.	YDS.	AVG./CATCH	TD
Willie Richardson	43	646	15.0	3
Tom Matte	43	513	11.9	2
SCORING				
	TD	XPT.	FG	PTS.
Tom Matte	*13	0	0	78
Lou Michaels	0	33	14	75
PUNTING				
		NO.	AVG.	
David Lee		57	*45.3	

\* League leader

Rich Volk (center) is Baltimore's All-Pro safety—a tough pass defender.





## EASTERN DIVISION MIAMI DOLPHINS

1969 FINISH				1970 PREDICTION
	W	L	T	
Fifth	3	10	1	Third

When the Dolphins hired Don Shula away from Baltimore, they stirred up more trouble than they managed in the entire 1969 season. The Colts complained that the Dolphins tampered with their coach—that is, Miami talked with Shula without Baltimore's permission—and Commissioner Pete Rozelle agreed, assigning Miami's first draft choice in 1971 to the Colts.

The Dolphins, however, won't miss that draft choice if Shula, who also is a vice president and part owner, has as much success in Florida as he did in Maryland. In seven years under the former NFL defensive back, the Colts won or tied for their conference championship four times.

The Dolphins, on the other hand, regressed last year after reaching five victories—highest in their history—in 1968. Shula's job is to get the team going in the other direction.

Upon arriving in Miami, the 40-year-old Shula found at least one similarity to his situation in Baltimore—a top-flight quarterback. Bob Griese is no Johnny Unitas yet, but he should be before too long. Entering his fourth season, Griese has been described as a Joe Namath with good legs. Of course, that tag might have to be changed somewhat since Griese hurt his right knee against Boston last year and missed the last five games.

The Dolphins, however, are confident Griese will be 100 percent healthy this season, thereby helping make their passing game at least 50 percent better than it was last year when it was the weakest in the league.

On hand to help it improve is Paul Warfield, one of the game's best receivers whom the Dolphins obtained from Cleveland for this year's No. 1 draft choice. Warfield averaged 21 yards on his 42 catches last season and should team up with Griese as one of the most feared combinations in the league.

Karl Noonan and Howard Twilley will battle for the other

wide receiving spot while the tight end could be Doug Moreau, Larry Seiple or Jim Cox.

Jim Kiick and Larry Csonka offer a better than average running duo while center Tom Goode, tackles Doug Crusan and Norm Evans and guards Maxie Williams and Larry Little block for them up front.

Besides putting points on the scoreboard, the Dolphins will have to improve their defense even more than they did last year when Nick Buoniconti took over as middle linebacker.

The other linebackers are Randall Edmunds and Ed Weisacosky while the front four has Bill Stanfill, John Richardson, Jim Riley and Manny Fernandez. Lloyd Mumphord, and Jimmy Warren will be in the fight for the two corners, and Dick Anderson as one of the safeties. Veteran guard Bookie Bolin, obtained from Minnesota, and tackle Lance Olssen, acquired from San Francisco, should help.

On paper the Dolphins are a better team than they showed last year. Shula should be just the man who can take the names off the paper and put them into the end zone. ▲



BOB GRIESE



HOWARD TWILLEY

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Jim Kiick	180	575	3.2	*9
Larry Csonka	131	566	4.3	2
PASSING	ATTS.	CMP.	YDS.	TD
Bob Griese	252	121	1695	10
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Larry Seiple	41	577	14.1	5
Jim Kiick	29	443	15.3	1
SCORING	TD	XPT.	FG	PTS
Karl Kremser	0	26	13	65
Jim Kiick	10	0	0	60
PUNTING	NO.	AVG.		
Larry Seiple	*80	40.8		

\* League leader



NICK BUONICONTI



PAUL WARFIELD



Now that O.J. Simpson has proved he's human, the Bills would like to see him revert to the superhuman football player they saw at Southern California.

Simpson finished sixth in rushing in the AFL last season, which is a lot better than several dozen other runners. But Simpson is supposed to be a lot better than most runners in the league, and everyone expected more from him as a rookie.

In his defense, there were extenuating circumstances. For one thing, he reported to camp late because of a contract squabble. For another he suffered from the Bills' quarterback problems—the team sometimes played musical quarterbacks, switching from one to another.

There should be no repeat of the training camp problem, but the same can't be said for the quarterback situation. Jack Kemp, the Bills' only veteran at the position, has retired—at least temporarily—to enter politics, but there are still at least four players competing for the spot.

Of the quartet, Dan Darragh has the most experience, but he's been plagued by injuries in his two seasons with the Bills. Last year he suffered a shoulder separation. Jim Harris was a promising rookie last season, but a knee injury put him out early. Dennis Shaw of San Diego State is a promising rookie this season but doesn't figure to step right in and win the job. Tom Sherman is the fourth man in the battle, but he has had previous chances to win a No. 1 job and hasn't made it.

No matter who wins the job, Simpson hopes he'll get to carry the ball more. He averaged 14 carries a game last year, which is nowhere near the 35 he averaged at USC. Simpson figures the more he carries the ball the more he can help Buffalo, which is a thought that makes sense.

The other ball carriers in the Bills' backfield are Wayne Patrick, Bill Enyart, Max Anderson and Preston Ridlehuber while the receivers are Marlin Briscoe, Haven Moses and Billy Masters.

Veteran Stew Barber has retired, leaving Paul Costa and Mike Richey at the tackles. The guards are Joe O'Donnell and Billy Shaw and the center is Al Bemiller. Frank Marchlewski, an acquisition from New Orleans, could fit in somewhere on the offensive line.

Al Cowlings, the No. 1 draft choice from Southern Cal, is likely to fit in somewhere on the defensive front four, possibly at Mike McBath's end spot. The other end is Ron McDole and the tackles are Jim Dunaway and Bob Tatarek.

The rest of the defense is set with Harry Jacobs, Mike Stratton and Edgar Chandler the linebackers and Booker

## EASTERN DIVISION BUFFALO BILLS

1969 FINISH				1970 PREDICTION
	W	L	T	
Third (tie)	4	10	0	Fourth



Edgerson, George Byrd, John Pitts and Pete Richardson in the secondary.

The Bills still have some of the fellows who were around in their championship years in the middle '60s, but they're getting older while the youngsters aren't getting good enough fast enough. That's the team's problem, and until Coach John Rauch can solve it, Buffalo won't be challenging for any more titles. ▲

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
O. J. Simpson	181	697	3.9	2
Wayne Patrick	83	361	4.3	3
PASSING	ATTS.	CMP.	YDS.	TD
Jack Kemp	344	170	1981	13
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Haven Moses	39	752	19.3	5
Wayne Patrick	35	229	6.5	0
SCORING	TD	XPT.	FG	PTS.
Bruce Alford	0	23	17	74
Marlin Briscoe	5	0	0	30
PUNTING	NO.	AVG.		
Paul Maguire	78	44.5		

Buffalo's Tony Day (89), George Saines (26) and Mike Stratton (58) pursue New York Jet quarterback Joe Namath.





## EASTERN DIVISION

# BOSTON PATRIOTS

### 1969 FINISH

	W	L	T
Third (tie)	4	10	0

### 1970 PREDICTION

Fifth

There's one thing definite about the Patriots. Whether they play in Foxboro, New Hampshire, Tampa, Harvard Stadium or Fenway Park, they'll still be the Patriots—and that's not very good.

One of the perennially strong teams in the early years of the American League, the Patriots have deteriorated into one of the perennially weak teams. As a result, they've won only 11 games in the last three years.

A major Patriot problem continues to be at quarterback where Mike Taliaferro (pronounced Toliver) continues to be the No. 1 man. Clive Rush, the Boston coach, had Taliaferro at New York as a reserve quarterback and had him last year as the top man with the Pats.

Despite his production, or lack of it, Rush still likes him and believes in him. But how far can you go with a man who, in 1969, ranked 11th in passing in a 10-team league? But there's no one else in sight (Kim Hammond is the backup signal-caller) so the job undoubtedly is Taliaferro's again.

On the bright side, Rush had to be heartened by the great comeback made by Jim Nance, the burly fullback who recovered from a serious ankle injury well enough to be the second best rusher in the league. Another pleasing sight was rookie Carl Garrett, who rushed for only six fewer yards than another rookie, Buffalo's O.J. Simpson, and who was one of the best kick returners in the league.

Nance and Garrett, incidentally, were also Boston's leading receivers with 29 catches apiece, which doesn't say much for the team's wide receivers. Ron Sellers, however, indicated at times last year that he's ready to blossom into one of the better pass catchers in the league. He'll hold down one wide receiving spot while Bill Rademacher and Charley Frazier battle for the other. Tom Beer, acquired from Denver for Jim Whalen, could be the tight end.

The interior offensive line shapes up as Tom Funchess and

Tom Neville at the tackles, Mike Montler and Len St. Jean at the guards and Jon Morris at center.

Defensively, the Patriots could be helped by rookie Phil Olsen of Utah State, the No. 1 draft choice who likely will step into the front four right away—if he decides to play and pass up business ventures. That would put someone out of a job, and it could be Ray Jacobs or Larry Eisenhauer. Eisenhauer is one of the most rugged defensive ends in the game, but a knee injury has slowed him down the past couple of seasons. Houston Antwine and Jim Hunt are the others up front.

Another rookie, Mike Ballou of UCLA, will try to displace one of the linebackers, Ed Philpott, Jim Cheyunski or John Bramlett. The secondary has Larry Carwell and Daryl Johnson at the corners and John Charles and Don Webb at the safeties.

No matter how you look at it, though, it'll be a long time before the Foxboro Patriots are in the Super Bowl. ▲



MIKE BALLOU

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Jim Nance	*193	750	3.9	6
Carl Garrett	137	691	*5.0	5
PASSING	ATTS.	CMP.	YDS.	TD
Mike Taliaferro	331	160	2160	19
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Carl Garrett	29	267	9.2	2
Jim Nance	29	168	5.8	0
SCORING	TD	XPT.	FG	PTS
Gino Cappelletti	0	26	14	68
Charley Frazier	7	0	0	42
Carl Garrett	7	0	0	42

PUNTING	NO.	AVG.
Tom Janik	70	41.5

\* League leader

MIKE TALIAFERRO



JIM NANCE



RON SELLERS



Ron Johnson feels sorry for quarterback Mike Phipps, the Browns' No. 1 choice for whom they gave up their brilliant receiver, Paul Warfield.

"He'd better produce," says Johnson, a running back who was traded to the New York Giants with Jim Kanicki and Wayne Meylan. "The people in Cleveland were really sorry to see Warfield go. Some of them took out ads in newspapers saying they were giving up their season tickets."

Those fans who kept their tickets, though, aren't likely to get a chance to boo Phipps too much this year because the Browns aren't in a position where they have to throw him into the starting lineup right away. They have Bill Nelsen, who was good enough to lead the Browns into the NFL title game last year.

With Warfield gone to Miami, Nelsen will have a new receiver to throw to. He's fleet Homer Jones, who came to the Browns from the Giants, in the deal for Johnson, Kanecki and Meylan. Jones hasn't been as productive the past couple of seasons as many people thought he should have, but it's possible the change will make a difference.

Jones was the target of some derision from New York fans last year, and that never brings out the best in a player. If he doesn't produce, though, there's a good chance he, and not Phipps, will hear about it from Cleveland fans.

As a receiver, he'll team with Gary Collins, Nelsen's favorite target last season, and Milt Morin.

The running game, of course, is in the good legs of Leroy Kelly, who will be shooting for the 1,000-yard level which he missed last season after reaching it for three straight years. Bo Scott is Kelly's running mate.

Opening holes for them will be tackles Dick Schafrath and possibly rookie Bob McKay of Texas, guards Gene Hickerson and John Demarie and center Fred Hoaglin.

On defense, Ben Davis will try to win back his cornerback spot after missing all last season with an injured knee that required surgery. Walt Sumner, a rookie who played in Davis' spot, will try to hold onto the job. Erich Barnes is the other corner, and Mike Howell and Ernie Kellerman are the safeties.

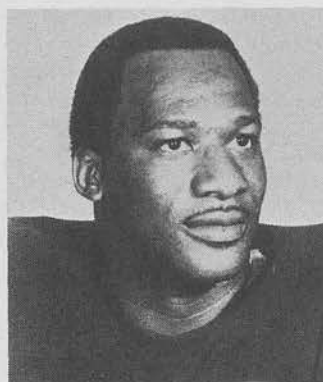
The linebackers are Jim Houston, Dale Lindsey and John Garlington while the front four consists of Ron Snidow, Walter Johnson, Marvin Upshaw and Jack Gregory.

Of the three new teams in the American Conference, the Browns have the best chance of winning a division title. They also have a good chance of going all the way, something they haven't done since 1964 when they won the NFL title.

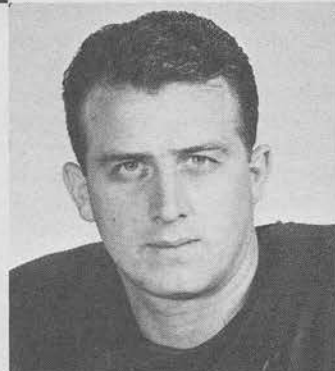
If nothing else, history says they'll be playing somewhere after the regular season ends because in the past six years they've reached the playoffs five times. ▲

## CENTRAL DIVISION CLEVELAND BROWNS

1969 FINISH				1970 PREDICTION
	W	L	T	
First	10	3	1	First



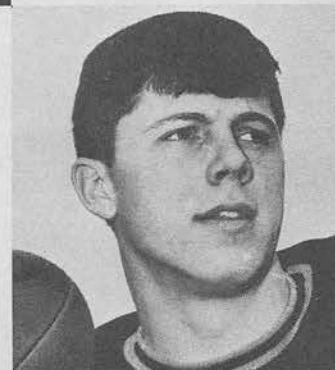
ERICH BARNES



GARY COLLINS



BILL NELSEN



MIKE PHIPPS

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Leroy Kelly	196	817	4.2	9
Ron Johnson	137	471	3.4	7
PASSING	ATTS.	CMP.	YDS.	TD
Bill Nelsen	352	190	2743	23
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Gary Collins	54	786	14.6	11
Paul Warfield	42	886	21.1	10
SCORING	TD	XPT.	FG	PTS.
Don Cockroft	0	*45	12	81
Gary Collins	11	0	0	66
PUNTING	NO.	AVG.		
Don Cockroft	57	37.5		

\* League leader



## CENTRAL DIVISION HOUSTON OILERS

1969 FINISH			1970 PREDICTION
W	L	T	
Second 6	6	2	Second

Even before the season starts, it's obvious the Oilers are one of the teams that benefitted most from the merger. The reason is Charley Johnson, the first proven quarterback Houston has had since George Blanda departed in 1966.

In the intervening three years, the Oilers tried to solve their quarterback problem by the two means available to them—the college draft and trading within the American League. But neither Pete Beathard nor Don Trull nor Bob Davis was the answer.

When the two leagues completed their merger, though, the Oilers were able to go into the National League and take an unhappy Johnson off St. Louis' hands.

Although Johnson at one time clearly was the Cardinals' No. 1 man, he more recently dropped to No. 2 behind young Jim Hart and he didn't like it. Now that he's in Houston, though, there's no question that he's No. 1 again.

There's also no question that his presence should put the Oilers back into the fight for a division title. Incidentally, just in case something should happen to the 31-year-old veteran, the Oilers have another ex-NFL quarterback, Jerry Rhome, whom they acquired from Cleveland.

In getting Johnson, the Oilers had to give up one of the game's best cornerbacks, Miller Farr, but they're counting on Leroy Mitchell to replace him now that Mitchell has recovered from a broken neck which kept him on the sidelines last year. Zeke Moore is the other cornerback while Ken Houston and Johnny Peacock are the safeties. Bob Atkins, who came to Houston with Johnson, gets a shot at wide receiver first but could wind up in the secondary.

The rest of the defense has Pat Holmes, Caryl Stith, Tom Domres and Elvin Bethea up front and the great George Webster, Garland Boyette and Olen Underwood at linebacker.

Teaming with Johnson on offense will be a selection of good receivers and runners. Alvin Reed is as fine a tight end as there is in the conference while Jim Beirne, Jerry Levias and Mac Haik give Coach Wally Lemm good depth at the wide receiving spots.

Hoyle Granger, the team's leading rusher, is a rugged fullback, and Woody Campbell is ready for a full season at halfback after spending the first part of last season in Vietnam. Roy Hopkins is a good backup man at either spot.

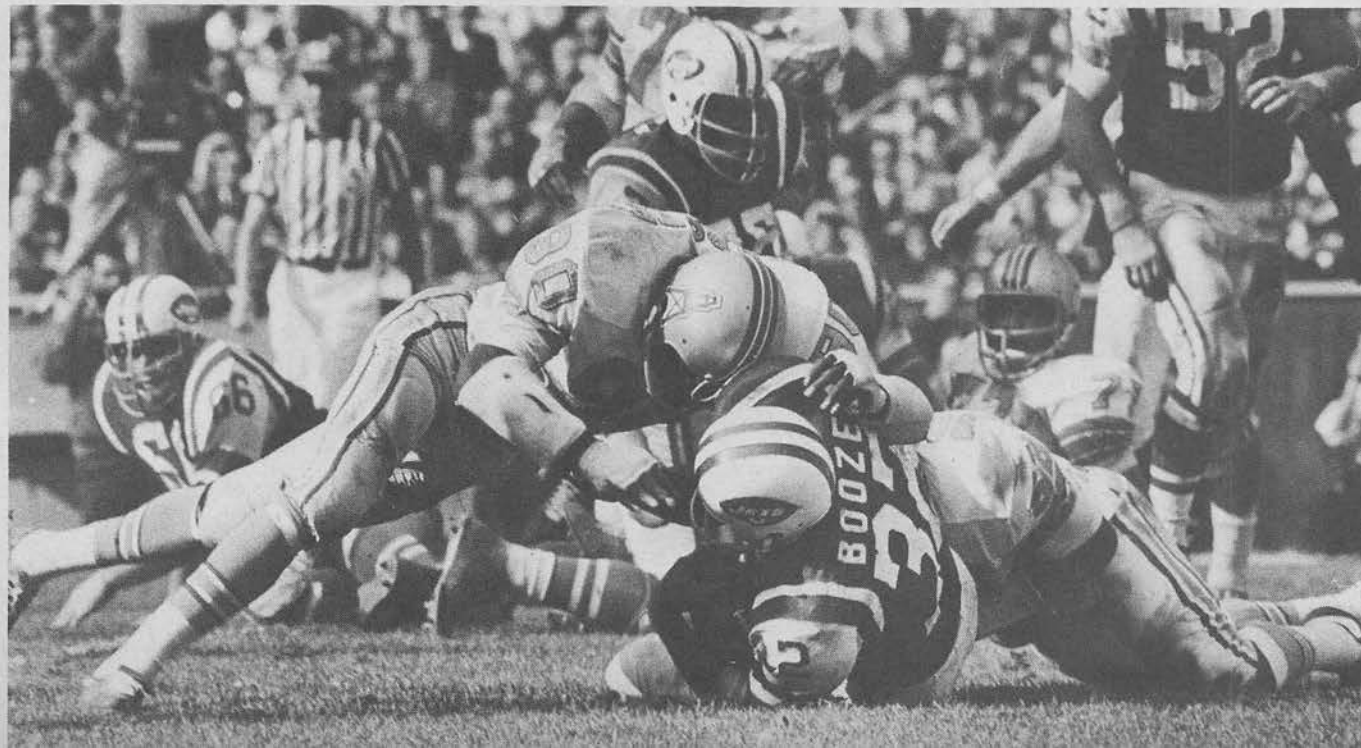
On the line the Oilers have all veterans—center Bobby Maples, guards Tom Regner and Sonny Bishop and tackles Walt Suggs and Glen Ray Hines.

The Oilers have finished second in their division the past two years primarily because of a lack of competition. If they finish second this year, it will be a legitimate second. If they finish first by some chance, it will be because of Charley Johnson. ▲

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Hoyle Granger	186	740	4.0	3
Roy Hopkins	131	473	3.6	4
PASSING	ATTS.	CMP.	YDS.	TD
Pete Beathard	370	180	2455	10
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Alvin Reed	51	664	13.0	2
Jerry Levias	42	696	16.6	5
Jim Beirne	42	540	12.9	4
SCORING	TD	XPT.	FG	PTS.
Roy Gerela	0	29	19	86
Roy Hopkins	5	0	0	30
Jerry Levias	5	0	0	30
PUNTING	NO.	AVG.		
Roy Gerela	41	40.4		

Big George Webster (90) falls on Jets' Emerson Boozer. Houston's All-Pro Webster is one of the best linebackers around.





If this year's No. 1 draft choice can do for Cincinnati's defense what last year's did for the offense, Paul Brown's return to the National Football League will be a happy one.

Brown, who left the NFL after 13 seasons in 1962, is back with the completion of the merger and he'd like nothing better than to show up his old team, the Cleveland Browns. One man who can help him do it is Greg Cook. Another is Mike Reid.

Cook is the quarterback who was the Bengals' top draft pick last year and went on to become the top passer and the top rookie in the league. With him at quarterback, the Bengals are set for years offensively.

Now along comes Reid, a 258-pound defensive tackle from Penn State who can play Tchaikowsky's Piano Concerto with his right hand while tackling Joe Namath with his left. Perhaps not quite, but Brown expects big things from Reid, and the bigger those things are, the better the defense will be.

As Brown points out, the Bengals often scored enough points last year only to have the defense give up more.

In addition to Reid, the Bengals selected another defensive tackle in the second round of the draft, and Ron Carpenter of North Carolina State also could work his way into the lineup, which means the Bengal defense could look a lot different this season.

The presence of the rookies means veterans Andy Rice and Frank Parker could be out of jobs. But there also could be some maneuvering which could affect ends Royce Berry and Steve Chomyszak.

The linebacking is built around Bill Bergey, who was the AFL's defensive rookie of 1969. His mates likely will be Al Beauchamp and Bill Peterson although rookie Chip Bennett of Abilene Christian could get a good look.

Bobby Hunt has retired to go into coaching so that leaves Ken Dyer, Al Coleman and Charlie King to battle for the two safety jobs. The corners are Fletcher Smith and Ken Riley.

Cook is not the only standout on offense although he certainly is the most important member. Bob Trumpy is one of the best tight ends in the game, and Rufus Mayes, acquired from the Chicago Bears for defensive linemen Bill Staley and Harry Gunner, is a rugged tackle.

Cook's wide receivers are Eric Crabtree, Speedy Thomas and Chip Myers while the rest of the interior line has Bob Johnson at center, Pat Matson and Dave Middendorf at guards and Howie Fest at the other tackle.

The Bengals are hoping Paul Robinson can revert to the

## CENTRAL DIVISION CINCINNATI BENGALS

1969 FINISH			1970 PREDICTION
	W	L	T
Fifth	4	9	1
			Third



running form that won the AFL rushing title for him when he was a rookie in 1968. Robinson plummeted from 1,023 yards rushing to 486 last year, leaving Jesse Phillips as the team's leading rusher.

Considering this is only the Bengals' third year in existence, they will battle for third place with Pittsburgh rather than for first place with Cleveland. It might not be too long, though, before that other battle will occur. ▲

### 1969'S BEST

RUSHING		ATTS.	YDS.	AVG./RUSH	TD
Jesse Phillips		118	578	4.9	3
Paul Robinson		160	489	3.1	4
PASSING		ATTS.	CMP.	YDS.	TD
Greg Cook		197	106	1854	15
RECEIVING		CGHT.	YDS.	AVG./CATCH	TD
Eric Crabtree		40	855	21.4	7
Bob Trumpy		37	835	22.6	9
SCORING		TD	XPT.	FG	PTS.
Horst Muhlmann		0	32	16	80
Bob Trumpy		9	0	0	54
PUNTING		NO.	AVG.		
Dale Livingston		70	39.6		

Cincinnati's Paul Robinson (18) won the AFL rushing title as a rookie with 1023 yards but dropped to 489 last season.





## CENTRAL DIVISION PITTSBURGH STEELERS

1969 FINISH			1970 PREDICTION
W	L	T	
Fourth	1	13	0 Fourth

Curiously enough, the Steelers are in the exact opposite situation of the Bengals when it comes to No. 1 draft choices.

Last year the Steelers selected Joe Greene, a defensive tackle, first, and he did so well he was named the NFL's defensive rookie of the year. This year they picked everybody's choice as the No. 1 quarterback prospect, Terry Bradshaw of Louisiana Tech.

While the Bengals hope Mike Reid does as well for them as Joe Greene did for Pittsburgh, the Steelers hope Bradshaw does as well as Greg Cook.

Bradshaw certainly has all the weapons. He has size—6-foot-3 and 215 pounds—and he has an impressive college record—52.5 percent of his passes completed for 7,149 yards and 42 touchdowns.

Whether the Steelers throw him into the starting lineup is another matter. Paul Brown used Cook right away, but he really didn't have anyone else. Coach Chuck Noll has veteran Kent Nix and second-year man, Terry Hanratty. The only trouble with them is that Noll has tried them before, and neither has been particularly satisfactory.

Many pro scouts, on the other hand, feel Bradshaw has such potential that he could step in immediately and move the Steelers better than anyone including Dick Shiner, who's been traded to New York, did last season.

Of course, that might not be saying much because the Steelers didn't move too well last season. In fact, that's why they got the chance to get Bradshaw.

One of the few standouts Pittsburgh had in 1969 was Roy Jefferson, one of the top pass receivers in the league. He

should be even more dangerous with Bradshaw throwing to him. The other receivers are Jon Henderson, wide, and J.R. Wilburn, tight. Rookie Ronnie Shanklin of North Texas State also could see some action.

Dick Hoak is a steady, consistent runner, but the Steelers could use some improvement at the other running back spot where Earl Gros, Warren Bankston and John Fuqua will fight for the job.

A big problem could come in the offensive line where Larry Gagner was a standout last season. Gagner suffered knee and hip socket injuries in an off-season automobile accident and might not be able to play. If he can't, that would leave Bruce Van Dyke and Sam Davis at that position. The center is Ray Mansfield and the tackles are John Brown and Mike Haggerty.

Greene, of course, is the standout on defense, but Chuck Hinton, the other tackle, and end Ben McGee also do a good job. Lloyd Voss is the other end.

The linebackers are Andy Russell, Jerry Hillebrand and Ray May, the corners are Bob Hohn and Jim Shorter and the safeties are Paul Martha and Charles Beatty.

The Steelers will be in a new conference and a new stadium, but it will be a while before they're a new team. ▲

### 1969'S BEST

RUSHING				
	ATTS.	YDS.	AVG./RUSH	TD
Dick Hoak	151	531	3.5	2
Earl Gros	116	343	3.0	4
PASSING				
	ATTS.	CMP.	YDS.	TD
Dick Shiner	209	97	1422	7
RECEIVING				
	CGHT.	YDS.	AVG./CATCH	TD
Roy Jefferson	67	1079	16.1	9
J. R. Wilburn	20	373	18.7	0
SCORING				
	TD	XPT.	FG	PTS.
Gene Mingo	0	26	12	62
Roy Jefferson	9	0	0	54
PUNTING				
		NO.	AVG.	
Bobby Walden		77	42.3	

Earl Gros (38) gained 343 yards rushing for the Steelers last season but will have to fight for his job this time around.





The fact that the Chiefs finished second in the AFL's Western Division has to seem pretty funny in retrospect. You won't, however, catch the Oakland Raiders laughing.

The Raiders finished ahead of the Chiefs during the regular season, even beating them two times in two games. But in the playoffs—the one-year deal in which second-place teams were involved—the Chiefs beat the Jets, the Raiders and finally Minnesota in the Super Bowl.

Thus, the Chiefs, who were humiliated in the first Super Bowl, closed out the 10-year existence of the AFL in glorious fashion. Now there's no reason why they can't open the existence of the American Conference in similar fashion.

Coach Hank Stram has the same tricky and effective multiple offense and the same devastating defense. He also has the same depth and the same lack of problems.

An indication of how well the Chiefs might do in 1970 could come in their first game of the regular season—a replay of the Super Bowl at Minnesota. Even if they lose, the Chiefs won't be out of the race. But if they win, the rest of the conference will know what they have in store for them.

To start with, Kansas City has its very valuable quarterback, Len Dawson, who starts his 14th season. And behind Dawson, there's Mike Livingston, probably the only undefeated quarterback in the history of the game. Livingston started six games when Dawson was hurt last year, and the Chiefs won all six.

To catch Dawson's and Livingston's passes, the Chiefs have a trio of speedsters, Otis Taylor, Frank Pitts and Gloster Richardson, plus tight end Fred Arbanas, plus Goldie Sellers, a defensive back who is getting a shot at a wide receiver spot this season.

The running is equally deep with Mike Garrett and Bob Holmes the starters and Warren McVea and Wendell Hayes the primary backup men.

On the offensive line Kansas City has tackles Jim Tyrer and Dave Hill, guards Ed Budde and Mo Moorman and center E.J. Holub.

The devastating defense starts up front and extends all the way back to the secondary.

Up front are Jerry Mays, Curley Culp, Buck Buchanan and Aaron Brown, the man who put Daryle Lamonica out of action in the AFL title game. The linebackers are Bobby Bell, Willie Lanier and Jim Lynch, and the secondary consists of Jim Marsalis, Jim Kearney, Johnny Robinson and Emmitt Thomas.

A possible addition to the team's defensive reserve strength is Ernie Ladd, the mammoth tackle who sat out last year while recuperating from a knee operation.

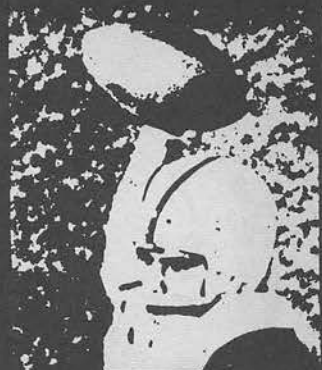
Unless quite a few of the Chiefs sit out this season or part of it with injuries and operations, it seems likely that Kansas City again will provide the conference powerhouse. ▲

#### 1969'S BEST

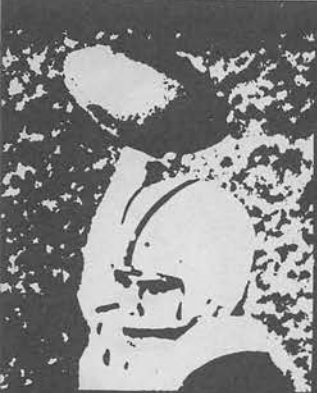
RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Mike Garrett	168	732	4.4	6
Bob Holmes	150	612	4.1	2
PASSING	ATTS.	CMP.	YDS.	TD
Mike Livingston	161	84	1123	4
Len Dawson	166	98	1323	9
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Mike Garrett	43	432	10.0	2
Otis Taylor	41	696	17.0	7
SCORING	TD	XPT.	FG	PTS.
Jan Stenerud	0	38	27	119
Mike Garrett	8	0	0	48
PUNTING	NO.	AVG.		
Jerrell Wilson	68	44.4		

## WESTERN DIVISION KANSAS CITY CHIEFS

1969 FINISH			1970 PREDICTION
W	L	T	
Second 11	3	3	First



That's huge Buck Buchanan on top of the stack as the Kansas City defense piles up Green Bay's Bart Starr (15).



## WESTERN DIVISION

# OAKLAND RAIDERS

### 1969 FINISH

	W	L	T
First	12	1	1

### 1970 PREDICTION

Second

Have the Oakland Raiders become the Dallas Cowboys of the American Conference?

For several years now, the Cowboys have come close to winning conference or league championships, but close is as near as they get because they keep losing the "big" games—the ones that count, the playoffs.

Suddenly, the Raiders have taken on that appearance, too. In 1967 the Raiders won the AFL title but lost the Super Bowl to Green Bay. In 1968 the Raiders won the Western Division title but lost the AFL title game to the New York Jets. In 1969 the Raiders finished first in the Western Division but lost the AFL championship game to the Chiefs.

Thus, all the Raiders have to show for a three-year record of 37-4-1 is one appearance in the Super Bowl and no world championships.

The Raiders, of course, from Al Davis on down, deny they have a "big-game" complex and say they have won plenty of big contests. They just haven't done too well in the ultimate games. But one more failure, and someone might suggest a losers' game between the Raiders and the Cowboys.

Oakland will have another strong team this season, but it will be playing in the strongest of the NFL's six divisions and won't have an easy time winning the division crown for the fourth straight season. The Raiders' failure to beat Kansas City in the AFL title game last season isn't likely to help either because there was a lot of ill feeling expressed among team members at other team members after that contest.

Nevertheless, the Raiders have two of the strongest units around, one on offense and the other on defense.

Daryle Lamonica is the center of the offense at quarterback, but he has a strong supporting cast. He has, for example, two of the finest wide receivers around in Warren Wells and Fred Biletnikoff and a rugged tight end in Billy Cannon. He also has an excellent pair of runners in Charlie Smith and Hewritt Dixon with some good backup men in Pete Banaszak and Marv Hubbard.

Lamonica furthermore gets tremendous protection from center Jim Otto, guards Gene Upshaw and Jim Harvey and tackles Bob Svihus and Harry Schuh.

Defensively, the Raiders got two big comeback efforts last year from tackle Tom Keating and linebacker Bill Laskey. This year they hope they can get a similar effort from tackle Dan Birdwell, who played in only two games last season. If Birdwell doesn't make it all the way back, though, Carleton Oats will join Keating at tackle. The ends are Ben Davidson and Ike Lassiter.

Laskey, Dan Connors and Gus Otto capably hold down the linebacking.

There's no better cornerback around than Willie Brown and very few safeties with Dave Grayson's ability. George Atkinson is the other safety while Kent McCloughan, recovered from two operations, will try and win back his corner job from Nemiah Wilson.

The Raiders, as a whole, will try and win back their status as the No. 1 team in the league, but it won't be easy. ▲



Oakland's Willie Brown has a hold on his man and Ben Davidson (83) moves in to lend a hand on the tackle.

### 1969'S BEST

RUSHING				
	ATTS.	YDS.	AVG./RUSH	TD
Charlie Smith	177	600	3.4	2
Hewritt Dixon	107	398	3.7	0
PASSING				
	ATTS.	CMP.	YDS.	TD
Daryle Lamonica	*426	*221	*3302	*34
RECEIVING				
	CGHT.	YDS.	AVG./CATCH	TD
Fred Biletnikoff	54	837	15.5	12
Warren Wells	47	*1260	*26.8	*14
SCORING				
	TD	XPT.	FG	PTS.
George Blanda	0	*45	20	105
Warren Wells	*14	0	0	84
PUNTING				
	NO.	AVG.		
Mike Eischeid	69	42.7		

\* League leader



If the Raiders are the Dallas Cowboys of the American Conference, the Chargers are the San Francisco Giants of football. The baseball Giants have finished second five straight years in the National League, and the Chargers have finished third four straight times in the Western Division. This year should make it five.

The Chargers' trouble is that they play in the same division with Kansas City and Oakland. If they had played in the Eastern Division the past couple of years or if they were playing in the Central Division this year, they would almost certainly finish second.

That still wouldn't give the Chargers a division title, but that's the kind of team they are—good but not good enough to be a champion.

Interestingly, while the Chargers weren't champions as a team last year, they had three individual champions—Dick Post in rushing, Lance Alworth in pass receiving and Dennis Partee in punting. But then there's never been anything wrong with San Diego's passing and running.

In Alworth and Gary Garrison, the team has one of the most dangerous pass catching duos in the league. They complement each other and help each other since opposing teams can't afford to double team one and ignore the other.

As great as Alworth is, Garrison showed how valuable he is by being injured and missing four games. The Chargers lost all four. In fact, if Garrison had played in those games and had caught his average number of passes he would have finished second to Alworth for the season.

Just in case something should happen to one of the stars, though, the Chargers made their No. 1 draft choice a wide receiver, Walker Gillette of Richmond.

As usual, John Hadl will throw most of the passes to these fellows, but second-year man Marty Domres should see a lot of action. Joining Post at the running back spots will be either Gene Foster or Brad Hubbert.

Just as in the team's first 10 years, the offensive line likely will include Ron Mix at tackle. The all-star veteran had intended to retire, but now it seems he'll be back for one more year. Terry Owens will be at the other tackle, Walt Sweeney and Bill Lenkaitis, Jim Schmedding or Gary Kirner will be the guards and Sam Gruneisen will be the center.

Houston Ridge, an injury victim, is gone from the defensive line, but Ron Billingsley, Russ Washington, Bob Briggs and Steve DeLong make up a pretty good pass rush. Also pressing for a job will be Lamar Lundy, acquired from the Los Angeles Rams.

The linebackers will come from among Rick Redman, Bob

## WESTERN DIVISION SAN DIEGO CHARGERS

1969 FINISH

1970  
PREDICTION

	W	L	T	
Third	8	6	0	Third



Babich, Pete Barnes, Jeff Staggs and Bob Bruggers while three of the defensive backs will be Bob Howard, Kenny Graham and Jim Hill. Contesting for the remaining job will be Speedy Duncan, Joe Beauchamp, Jim Tolbert and Randy Beverly, who came from the Jets for Richard Trapp.

The way things look, though, no matter who plays the result will be the same—third place. ▲

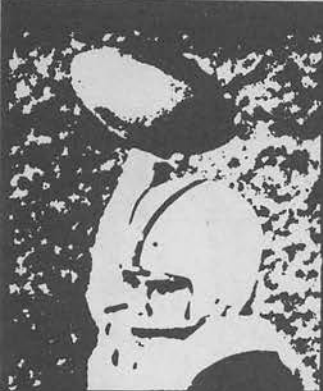
### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Dick Post	182	*873	4.8	6
Brad Hubbert	94	333	3.5	4
PASSING	ATTS.	CMP.	YDS.	TD
John Hadl	324	158	2253	10
RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Lance Alworth	*64	1003	15.7	4
Gary Garrison	40	804	20.1	7
SCORING	TD	XPT.	FG	PTS.
Dennis Partee	0	33	15	78
Gary Garrison	7	0	0	42
PUNTING	NO.	AVG.		
Dennis Partee	71	*44.6		

\* League leader

San Diego's fleet Dick Post gained a league-leading 873 yards rushing last year, averaging 4.8 yards for each attempt.





## WESTERN DIVISION

# DENVER BRONCOS

1969 FINISH			1970 PREDICTION
W	L	T	
Fourth 5	8	1	Fourth

Heading into their 1970 training camp, the Broncos had two distinctions in pro football:

1. They had the biggest collection of foreign-born placekickers (veteran Bobby Howfield, England, and rookies Frank Kalfoss, Norway, and Maher Barakat, Arabia).

2. They had the most bow-legged backfield (veteran running back Floyd Little and rookie running back Bob Anderson).

Unless Barakat has brought a few oil wells from his hometown of Kuwait, though, the Broncos will be better off relying on the bow-legged combination of Little and Anderson to make them rich in the NFL.

After a slow start, Little finally has established himself as one of the best runners in the league. Despite missing what amounted to seven games because of a variety of injuries in 1969, Little finished fifth in rushing and was only 22 yards away from being second.

Now he's joined by Anderson, whom many scouts considered the best running back in college last season. In case anyone missed his play during the regular season, he put on a brilliant show for Colorado in the Liberty Bowl against Alabama, gaining 254 yards on 35 carries.

To complement what should be an excellent running game, though, the Broncos will have to get a better passing game from Pete Liske or Steve Tensi, who will fight for the No. 1 quarterback job. Tensi played much more than Liske last year, but Coach Lou Saban just might be ready to see what Liske can do over a long period.

Whoever the quarterback is, he'll have one outstanding receiver and a couple of pretty good ones to throw to. Al Denson is one of the best deep threats in the league, and Mike Haffner and Billy Van Heusen do a capable job. One of Denver's problems last year was that all three receivers missed time because of injuries. The tight end will be Jim

Whalen, obtained from Boston for tight end Tom Beer.

The interior offensive line is pretty well seasoned with Larry Kaminski at center, George Goeddeke and Bob Young at the guards and Sam Brunelli and Mike Current at the tackles.

The most noticeable man on defense is end Rich Jackson, one of the most feared pass rushers in the game. Dave Costa is solid at tackle while end Pete Duranko and tackle Paul Smith do a good job.

Denver's trouble defensively starts behind the line. Carl Cunningham, John Huard and Chip Myrtle have to improve as a linebacking trio, and the Broncos need some help for cornerback Bill Thompson and safety Charlie Greer. Grady Cavness, at corner, and George Burrell, at safety, look like the other starters in the secondary.

This is the fourth year of the Broncos' building program under Saban, but no matter how far they've come—and it's been a good distance—they still have a long way to go. ▲



RICH JACKSON



STEVE TENSI

### 1969'S BEST

RUSHING	ATTS.	YDS.	AVG./RUSH	TD
Floyd Little	146	729	*5.0	6
Fran Lynch	96	407	4.2	2

PASSING	ATTS.	CMP.	YDS.	TD
Steve Tensi	286	131	1990	14

RECEIVING	CGHT.	YDS.	AVG./CATCH	TD
Al Denson	53	809	15.3	10
Mike Haffner	35	563	16.1	5

SCORING	TD	XPT.	FG	PTS.
Bob Howfield	0	36	13	75
Al Denson	10	0	0	60

PUNTING	NO.	AVG.
Gus Hollomon	47	39.7

\* League leader



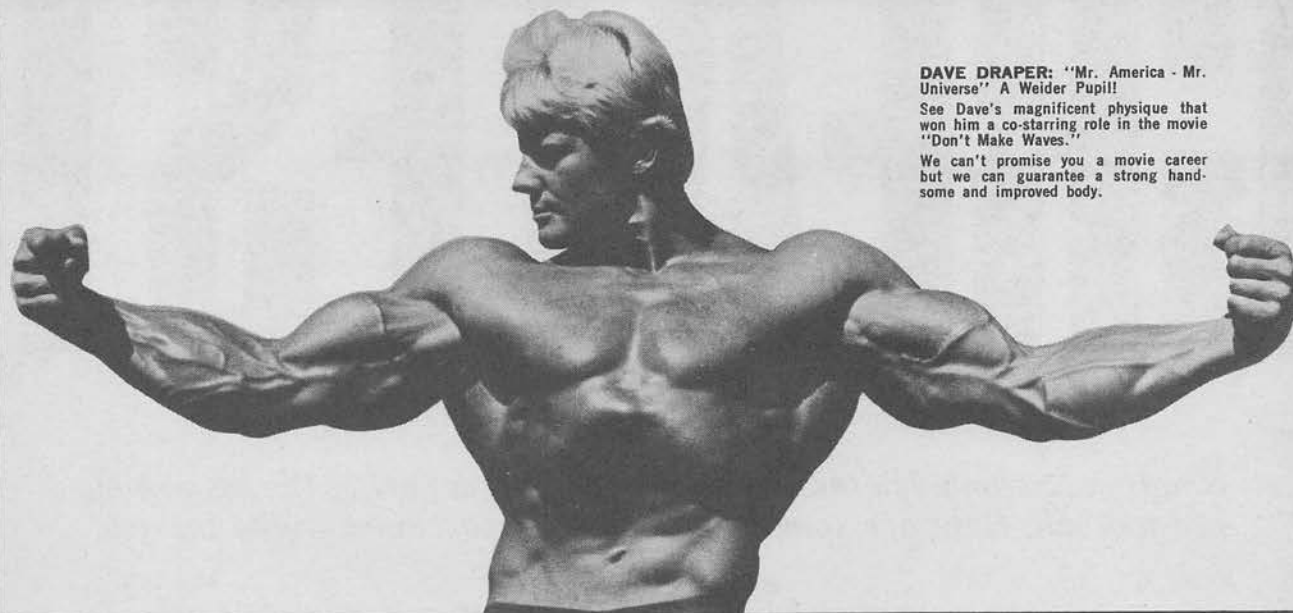
FLOYD LITTLE



AL DENSON



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# PRO FOOTBALL'S GREATEST GAMES

*Nagurski, Strong, Unitas, Namath—all of them part of the history of pro football. Here are some of the sport's most memorable battles.*

By Larry Bortstein

**S**udden death!

In life's context, a chilling phrase. But in Pro Football language, the vehicle for three of the most suspensefully chilling finishes in the game's history.

Overtime is prescribed only for post-season championship play, and three times extra action has been needed to determine a victor, providing three of the sport's greatest moments.

These games—the Baltimore-New York clash for the National Football League championship in 1958, the American Football League title game between the Dallas Texans and Houston Oilers in 1962, and the Green Bay-Baltimore meeting for the NFL's Western Conference crown in 1965—head the list of pro football's most memorable moments.

Come back with us through the years and relive the highlights of the greatest games:

**CHICAGO BEARS 23, NEW YORK GIANTS 21**, at Wrigley Field, Dec. 17, 1933. Attendance 26,000.

New York 0 7 7 7—21

Chicago 3 3 10 7—23

New York—Badgro, 29-yd. pass from Newman (Strong kick); Krause, 1-yd. run (Strong kick); Strong, 8-yd. pass from Newman (Strong kick).

Chicago—Manders, FG, 16; Manders, FG, 40; Manders, FG, 28; Karr, 6-yd. pass from Nagurski (Manders kick); Karr, 30-yd. lateral from Hewitt (Manders kick).

The 1933 season was the first in which forward passing was permitted from any

point behind the line of scrimmage. Previously, a passer had to be standing at least five yards behind scrimmage before he could throw. The effect of the new legislation on the pro game was best demonstrated in the NFL's first post-season championship game at the end of the 1933 season, pitting the Chicago Bears, winners of the Western Division title with an 11-2-1 mark against the Eastern Division champion New York Giants, who had an 11-3 record.

Both squads took full advantage of the new rule and developed powerful, diversified offenses. On attack, the Giants used the single wing with Harry Newman at tailback. The Bears were led by powerful Bronko Nagurski, deployed by Coach George Halas in the fullback slot in an early version of the man-in-motion T formation. Chicago also featured a fellow named Red Grange at halfback. He had been pro football's first real drawing card, and the crowd of 26,000 who watched the 1933 title game was the largest to see a pro game up to that time.

Automatic Jack Manders sent the Bears off to a 6-0 lead with field goals from the 16 and 40 before Newman connected with Morris (Red) Badgro on a 29-yard scoring pass for the Giants. Ken Strong's extra point gave the New Yorkers a one-point lead at halftime.

Manders' third field goal, from the 28, put Chicago back into the lead in the third quarter, but Newman again rallied the Giants downfield to the Bear one, and Max Krause plunged over from there for the New Yorkers' second

touchdown. Chicago wasted little time regaining the lead at 16-14, when the powerful Nagurski, after driving the Bears into scoring range with his bursts up the middle, faked another run, then straightened up and threw a six-yard TD strike to Bill Karr in the end zone.

The game's greatest moments were saved for the climactic fourth quarter. After a spirited Giant drive, Strong found himself in trouble behind the line of scrimmage at the Chicago eight, and lateraled back to Newman in desperation. The surprised tailback ran parallel along the line, only to fall into another trap. Finally he spotted none other than Strong all alone in the end zone and rifled the ball to him for the score that sent the Giants ahead, 21-16.

The Bears stormed back, however, for the victory. With the ball on the Giant 36, Nagurski faked a line plunge, then flipped a six-yarder to Bill Hewitt. The Chicago end quickly lateraled off to Karr, who was streaking down the sideline. The fleet Bear back raced the rest of the way into the end zone. Gene Ronzani threw a crucial block on Strong to enable Karr to score his second TD of the day.

**CHICAGO BEARS 73, WASHINGTON REDSKINS 0**, at Griffith Stadium, Dec. 8, 1940. Attendance 36,034.

Chicago 21 7 26 19—73

Washington 0 0 0 0—0

Chicago—Osmanski, 68-yd. run (Snyder kick); Luckman, 1-yd. run (Snyder kick); Maniaci, 42-yd. run (Maniaci kick); Kavanaugh, 30-yd.





Johnny Unitas (19) moved Baltimore 73 yards in the final minutes and Steve Myrha's field goal tied the '58 title game.

Joe Namath (12) dazzled the Colts with his play calling and the Jets won the 1969 Super Bowl.





Abner Haynes (28) scored two first half touchdowns but almost cost Dallas the 1962 AFL title with a blunder.



BULLDOG TURNER



KEN STRONG

pass from Luckman (Manders kick); Pool, 19-yd. run with interception; Nolting, 23-yd. run (Martinovich kick); McAfee, 34-yd. run with interception (Plasman kick); Turner, 21-yd. run with interception; Clark, 44-yd. run; Clark, 1-yd. run (Stydahar, pass from Sherman); Famiglietti, 2-yd. run.

This was the game in which pro football and the T formation, not to mention the Chicago Bears, came of age in the eyes and minds of the American public. For this was the most awesome display of offense ever perpetrated in the game's annals, and it was the T formation that made it possible, guided by the skillful arm of Bear quarterback Sid Luckman.

Ten different players took part in the 11-touchdown spree, and six players contributed to the seven extra points, all incredible totals, but no more incredible to recall than the fact that the Redskins were favored to win this game. Sammy Baugh had just completed his finest season, and the Skins had defeated the Bears 7-3 just a few weeks earlier. Washington, Eastern Division Champ, had concluded the regular season with a 9-2 mark. In winning in the West, Chicago posted an 8-3 record.

However, it is doubtful that any team could have withstood the Monsters of

the Midway this day. Bill Osmanski set the tone for what was to come by racing 68 yards around left end on the second play of the game for the first Bear touchdown. Luckman carried the ball over from the one moments later and Joe Maniaci's 42-yard burst shot the Bears into a 21-0 lead after the opening period. The second quarter was relatively quiet as the Chicagoans could cross the goal line just once, via a 30-yard pass from Luckman to end Ken Kavanaugh in the end zone.

The Bears laced into the Redskins for four more touchdowns in the third period, running up the score to 54-0 before the last quarter started, then adding three more touchdowns as nearly every play tried by Chicago worked to perfection and almost everything tried by the 'Skins failed dismally. Harry Clark, a mere substitute in the Bear lineup, was the only player to score twice, on touchdown runs from 44 and one yard out. Even Clyde (Bulldog) Turner, the Chicago center, got into the scoring column by intercepting a Baugh pass and returning it 21 yards.

The only chance Washington had to make the game competitive came right after Osmanski's touchdown in the first period. Baugh threw a pass to end Charley Malone, who was in the clear

and headed for what appeared to be a certain touchdown, but dropped the ball. After the game, Baugh was asked how he thought the game would have ended had Malone caught the ball and gone in for a tying touchdown that early in the game. "It would have ended up 73-6," replied Sammy woefully.

BALTIMORE COLTS 23, NEW YORK GIANTS 17, at Yankee Stadium, Dec. 28, 1958. Attendance 64,185.

Baltimore 0 14 0 3 6-23

New York 3 0 7 7 0-17

Baltimore—Ameche, 2-yd. run (Myrha kick); Berry, 15-yd. pass from Unitas (Myrha kick); Myrha, FG, 20; Ameche, 1-yd. run.

New York—Summerall, FG, 36; Triplett, 1-yd. run (Summerall kick); Gifford, 15-yd. pass from Conerly (Summerall kick).

This was the first overtime pro football game ever played, and has been called the "greatest game in history." There is no question that even had the game ended in regulation time, it would have been rated one of the most exciting title games ever, so packed with thrills was it throughout four quarters.

The Colts had reached the title game via a 9-3 regular season record while the Giants had needed a playoff victory over Cleveland to clinch the Eastern crown after both clubs had concluded the regular campaign with 9-3 slates.

So devastating was the New York defense in the early stages of this game that Baltimore failed to register a first down until midway in the opening quarter. Baltimore's first scoring try—a 27-yard field goal attempt by Steve Myrha—was foiled, and moments later Pat Summerall countered with a successful 36-yard kick to provide New York with a 3-0 lead.

On the first play of the second quarter, Colt tackle Ray Krouse recovered a fumble by Frank Gifford on the Giant 20, and five plays later, Baltimore's battering fullback, Alan (The Horse) Ameche, bucked over from the two for the game's first six-pointer.

The Giants squandered a golden opportunity when, after recovering a Colt fumble on the Baltimore 10, Gifford fumbled the ball back to Don Joyce on the 14. Three Unitas passes and hard running by Ameche and Lenny Moore carried the ball to the New York 15, from where Unitas and Ray Berry connected for a touchdown that gave the Colts a 14-3 halftime advantage.

Baltimore appeared to be in command in the third quarter when the Colts drove 58 yards to the Giant one. But the famed New York goal line defense pushed the Colts back and finally took the ball over on the five. Three plays later Conerly found Kyle Rote with a pass, and Rote streaked



unimpeded down the field. However, he fumbled after being hit by Andy Nelson at the Colt 25, but an alert Alex Webster picked up the rolling pigskin and moved it to the one to climax an amazing 77-yard play. On second down, Mel Triplett carried the ball over, leaving the Giants down by 14-10.

On the first play of the fourth quarter, Gifford atoned for his miscues by catching a 15-yard pass from Conerly for a touchdown that sent the Giants back into the lead. New York's defense rose to the occasion and kept the Colts at bay as the game moved into its final moments. With 2½ minutes to play, New York fell inches short of a first down on its own 43, and punted the ball to Carl Taseff, who made a fair catch on Baltimore's 14.

From that point Unitas began to spin his magic. He completed four of his seven straight pass plays to bring the ball to the New York 13 with seven seconds showing on the clock. As regulation time ran out, Myrha stepped calmly up and tied the game with a 20-yard field goal.

The Giants won the toss to determine which team would receive at the start of the historic overtime, but could gain only nine yards on three plays and once again punted to Taseff, who returned the ball a yard to his own 20. Gaining momentum with every pass, Unitas tried five consecutive aeriels, completing four, two of them to Berry for 33 yards, and brought the Colts to the New York one in 12 plays. As bedlam consumed the stadium, Ameche crashed over the right side of his line for the winning touchdown at the 8:15 mark of the extra period.

**DALLAS TEXANS 20, HOUSTON OILERS 17**, at Jeppesen Stadium, Houston, Dec. 23, 1962. Attendance 37,981.

Dallas 3 14 0 0 0 3—20  
Houston 0 0 7 10 0 0—17

Dallas—Brooker, FG, 16; Haynes, 28-yd. pass from Dawson (Brooker kick); Haynes, 2-yd. run (Brooker kick); Brooker, FG, 25.

Houston—Dewveall, 15-yd. pass from Blanda (Blanda kick); Blanda, FG, 31; Tolar, 1-yd. run (Blanda kick).

Although it had taken the National Football league 25 years of championship playoffs to produce an overtime game, the American Football League came up with such a thriller in only its third title tilt. The meeting between the Dallas Texans, who became the Kansas City Chiefs the following season, and the Houston Oilers was finally settled after 17 minutes and 54 seconds of grueling sudden death play, making it the longest game in the history of pro football.

Both teams entered the game with 11-3 records, and they fought as evenly as

their records. In the early going, though, it appeared as if Dallas would romp over the Oilers, who had won the first two AFL title games. A Tommy Brooker field goal and two touchdowns by Abner Haynes gave the Texans a 17-0 halftime bulge.

But in the second half it was all Houston as the Oilers battled back to tie the score behind the passing and kicking of George Blanda, who threw to Willard Dewveall for a touchdown, booted a field goal and two conversions, and set up Charley Tolar's one-yard scoring burst.

Despite his first-half heroics, Haynes nearly committed a fatal blunder when the teams struggled into overtime. Instructed by Texan coach Hank Stram to select the wind advantage if Dallas won the toss for the first extra period, Haynes got confused and told the official, "We'll kick to the clock."

Fortunately, the Texans managed to halt the Oilers, who played the entire, scoreless first overtime period with the favoring wind at their backs. When the clubs lined up for the second overtime session, the Texans got the 14-mile per hour wind in their favor.

Quickly, Len Dawson connected with Jack Spikes for 10 yards. Spikes then rambled for another 19 yards to the Houston 19, and when the Texans' drive stalled there, Brooker ended the longest football game in history by calmly booting the decisive field goal from 25 yards out.

**GREEN BAY PACKERS 13, BALTIMORE COLTS 10**, at Lambeau Field, Green Bay, Dec. 26, 1965. Attendance 50,484.

Baltimore 7 3 0 0 0—10  
Green Bay 0 0 7 3 3—13

Baltimore—Shinnick, 25-yd. fumble recovery (Michaels kick); Michaels, FG, 15.

Green Bay—Hornung, 1-yd. run (Chandler kick); Chandler, FG, 22; Chandler, FG, 25.

Cool Bart Starr (15) threw four TD passes in the 1967 NFL title game.



Because regular Colt quarterback Johnny Unitas was unable to play because of injury, Green Bay figured to make a shambles of this playoff game for the Western Conference title of the National Football League. The clubs had completed the regular season with matching 10-3-1 records.

As if to keep the game on an even footing, the Packers lost their regular quarterback, Bart Starr, on the game's very first play, when he had to leave because of rib injuries. Still, with regular halfback Tom Matte, who hadn't played quarterback since his undergraduate days at Ohio State, directing the attack for Baltimore, and journeyman substitute Zeke Bratkowski calling plays for Green Bay, the game developed into a classic of suspense—and into the longest game in NFL history.

Miraculously, Matte led the Colts to a 10-0 halftime advantage. He had help from the fired-up Colt defense, which shook the ball loose from Starr on the first play, leaving Don Shinnick with plenty of room in which to return the ball 25 yards for a touchdown. Later, Matte kept Baltimore in good enough field position so that the Colts were able to add a field goal by Lou Michaels before intermission.

Baltimore's fortunes changed in the second half as Bratkowski, throwing as well as he ever had, connected with Carroll Dale for a spectacular 33-yard pass play to the Colt one. From there Paul Hornung followed Jerry Kramer's crunching block into the end zone. Though the Packers moved the ball well during most of the second half, an interception stopped them on one drive, and they were unable to draw even until the final minute and 58 seconds when Don Chandler kicked a 22-yard field goal.

Neither team mounted much of an offense during the early minutes of overtime. A bad pass from center prevented Michaels from attempting a

47-yard field goal that could have won the game for Baltimore. With eight minutes gone in sudden death the Packers took the ball on their 20, and with Bratkowski and Dale connecting on passes, and Jim Taylor and Elijah Pitts running well, Green Bay moved to a fourth and two on the Baltimore 18. From there, Chandler kicked a 25-yard field goal straight and true, and the Packers had prevailed on the NFL's longest day.

**GREEN BAY PACKERS 34, DALLAS COWBOYS 27**, at Cotton Bowl, Dallas, Jan. 1, 1967. Attendance 74,152.

Green Bay	14	7	7	6—34
Dallas	14	3	3	7—27

Green Bay—Pitts, 17-yd. pass from Starr (Chandler kick); Grabowski, 18-yd. return with recovered fumble (Chandler kick); Dale, 51-yd. pass from Starr (Chandler kick); Dowler, 16-yd. pass from Starr (Chandler kick); McGee, 28-yd. pass from Starr (kick blocked).

Dallas—Reeves, 3-yd. run (Villanueva kick); Perkins, 23-yd. run (Villanueva, FG, 11; Villanueva, FG, 32; Clarke, 68-yd. pass from Meredith (Villanueva kick).

This was one of those occasions where great performances, as well as a great setting, joined forces to produce a grand spectacle. Under the warm Texas sun, the Packers and Cowboys scored 61 points against two of the finest defenses in the league, and Green Bay walked off the field after the final gun with the NFL championship.

Though the Cowboys were more highly regarded as an offensive threat than the Packers, Green Bay quickly bolted ahead by two touchdowns, scoring one on a fluke when rookie halfback Jim Grabowski recovered a fumble and took it into the end zone. But Dallas, disdaining Green Bay's league-leading defense, which had allowed only 163 points during 14 regular-season games, struck back to tie before the end of the first period. A 51-yard pass play from Bart Starr to Carroll Dale gave the Packers a 21-17 halftime edge, but that was quickly sliced to 21-20 on a Danny Villanueva field goal early in the third quarter.

Starr pitched for two more touchdowns, giving him four for the day, to hike the Packer lead to 34-20. Dallas' block of the extra point try following the Packers' fifth touchdown was to have tremendous significance in the closing stages of the wildly exciting fourth quarter.

Undaunted, Cowboy quarterback Don Meredith cut the deficit in half with a spectacular 68-yard TD pass to Frank Clarke. Because the Packers had failed in their last conversion try, Dallas had a chance to tie the score with

another touchdown and a conversion of its own.

And the Cowboys gave it a marvelous effort. Moving from Green Bay's 47, Meredith drove his team to the two-yard line with unrelenting efficiency. On fourth down, the Cowboys still were two yards away from the end zone. Meredith called Dallas' strongest goal line play, a rollout, right at the Packers' strongest man, linebacker Dave Robinson. But the awesome Green Bay defender reacted quickly and shut off the possibility of a rollout. Instead, Meredith was forced to throw weakly in the direction of Bob Hayes. The soft pass settled into the arms of Green Bay safety Tom Brown in the end zone and the Packers had won another league championship.

**NEW YORK JETS 16, BALTIMORE COLTS 7**, at Orange Bowl, Miami, Jan. 12, 1969. Attendance 75,377.

New York	0	7	6	3—16
Baltimore	0	0	0	7—7

New York—Snell, 4-yd. run (Turner kick); Turner, FG, 32; Turner, FG, 30; Turner, FG, 9.

Baltimore—Hill, 1-yd. run (Michaels kick).

This third Super Bowl meeting of the champions of the National and American leagues hastened the arrival of pro football's new era and provided one of the most incredible reversals of form in the entire history of sport. The maligned champions of what had been

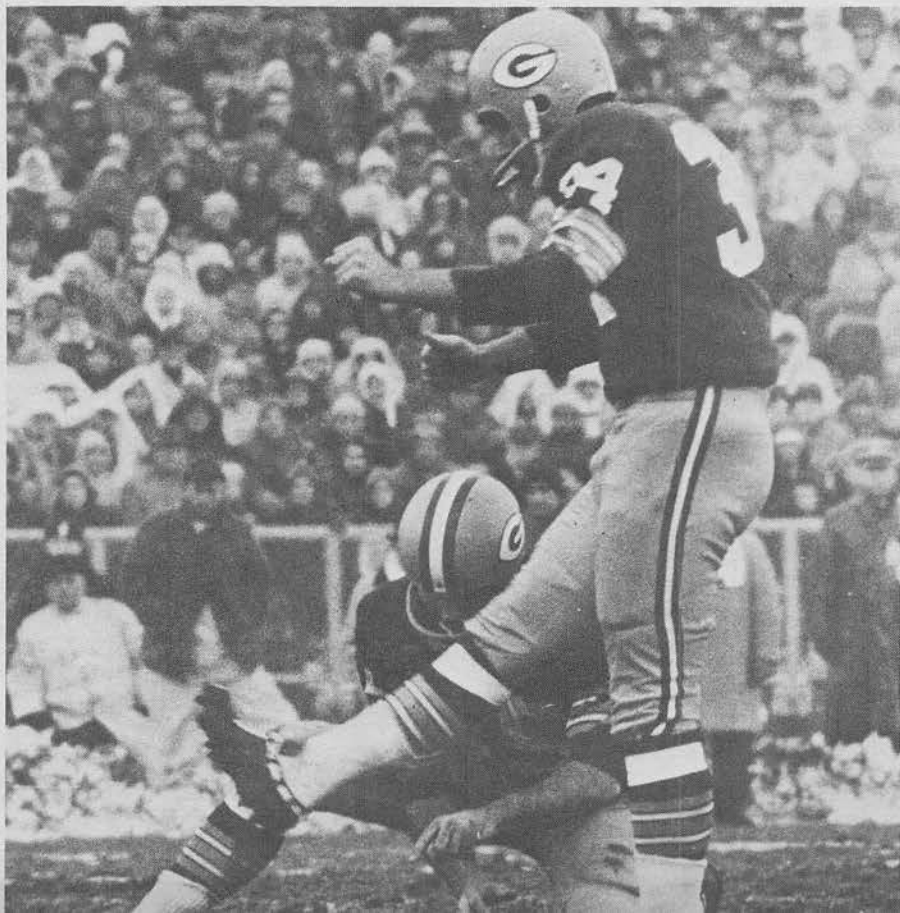
referred to as a "Mickey Mouse" league, the Jets figured to be crushed by the Colts, who established a defensive record by allowing only 140 points during the regular NFL season.

But Joe Namath and Company figured differently. Playing cautiously and probing for weaknesses in the vaunted Colt array, New York finally spotted a failing in the right side of the Baltimore line, and Matt Snell went through a hole in that side of the line for a second-period touchdown that sent the Jets ahead, 7-0.

Meanwhile, quarterback Earl Morrall, who had been obtained by the Colts in a trade on the eve of the season opener, then had stepped in for the injured Johnny Unitas, failed to demonstrate the form which had earned him Most Valuable Player honors in the NFL. On one play, Jimmy Orr found himself completely in the clear in the Jet secondary, but Morrall failed to locate him and instead had his pass intercepted.

The secret of the Jets' success was their ability to withstand the fury of Baltimore's celebrated blitz. Namath's play-calling was largely responsible for this, although he did not have a particularly impressive statistical afternoon. Jim Turner came on three times and kicked field goals when New York drives stalled deep in Colt territory. As it turned out, Turner's toe more than offset Baltimore's lone score of the day, a one-yard burst, by Jerry Hill in the fourth quarter. ▲

Don Chandler's 25-yard field goal gave Green Bay the 1965 NFL crown.





## SIX HATED COACHES

(Continued from page 8)

One player, who requested anonymity, said the blustery Van Brocklin "pushed so hard you just lose touch with him, even though you know there are few if any coaches that give you better preparation for a game."

Like others, Van Brocklin also has tried to look inside of himself. This is what he found:

"My mother is emotional. I'm emotional. My dad wasn't, though. He had a hard time expressing himself positively. He didn't hand out much praise. I think I inherited a little of that. I find it hard to walk up to a player and tell him he did a hell of a good job."

Like Van Brocklin, with Tarkenton, Saban also wound up in a dispute with an outstanding player. In Lou's case it was running back Cookie Gilchrist, who was suspended by Saban during the 1964 season.

Saban put it simply, mincing no words:

"No man is bigger than the team. He's suspended."

Gilchrist, a free-spirit, tried not to bend to Saban's will, and that's a must, or as one player puts it, "only one man on this team is assured of his job—and that's the coach."

It was no different after Saban quit the Buffalo Bills following American Football League championships in 1964 and 1965. For, while coaching at the University of Maryland, he suspended four players.

At Denver, working with a 10-year contract, Saban has had a steady stream of players coming and going as he looks for the type of player he wants. And last year was no different than any other as Saban and quarterback Marlin Briscoe wound up in a misunderstanding before the season even started.

When it did start, Saban still was in Denver. But Briscoe wasn't.

Also gone is guard Pat Matson. He is now a member of Brown's Bengals, and prefers it that way.

"I think that 10-year contract made a little dictator out of Saban," says Matson.

The same, of course, has been said about all six coaches—Lombardi, Shula, Grant, Brown and Van Brocklin too. The words may vary, but the feeling is the same.

But then it's probably because, in their own way, they all are dictators. Matson, however, seemed to hedge a little in his description.

Big dictators—not little dictators—would probably be more accurate. ▲

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# 1969 NFL STATISTICS

## 1969 NFL PASS RECEIVING—INDIVIDUAL

	No.	Yards	Avg.	Long.		No.	Yards	Avg.	Long.		No.	Yards	Avg.	Long.
Abramowicz, N. O. ...	*73	1015	13.9	t49	Baker, N. O. ....	34	352	10.4	35	†McNeil, S. F. ....	17	255	15.0	t80
Taylor, Wash. ....	71	883	12.4	t88	L. Brown, Wash. ....	34	302	8.9	31	Piccolo, Chi. ....	17	143	8.4	t25
Jefferson, Pitt. ....	67	1079	16.1	63	McCullouch, Det. ..	33	529	16.0	45	Gros, Pitt. ....	17	131	7.7	20
Jackson, Phil. ....	65	*1116	17.2	t65	Witcher, S. F. ....	33	435	13.2	49	Sayers, Chi. ....	17	116	6.8	25
D. Williams, St. L. ...	56	702	12.5	61	Herrmann, N. Y. ....	33	423	12.8	62	Hampton, G. B. ....	15	216	14.4	50
Harraway, Wash. ....	55	489	8.9	t64	Beasley, Minn. ....	33	361	10.9	32	Anderson, G. B. ....	14	308	22.0	51
Collins, Clev. ....	54	786	14.6	t48	Josephson, L. A. ....	32	295	9.2	t51	Simmons, Atl.-Chi. .	14	182	13.0	48
Smith, Wash. ....	54	682	12.6	28	Ballman, Phil. ....	31	492	15.9	t80	Tucker, S. F. ....	14	104	7.4	t18
Gilliam, St. L. ....	52	997	19.2	t84	Dowler, G. B. ....	31	477	15.4	45	Frederickson, N. Y. .	14	95	6.8	16
Washington, S. F. ...	51	711	13.9	52	Parks, N. O. ....	31	439	14.2	40	Bull, Chi. ....	14	91	6.5	17
Cunningham, S. F. ...	51	484	9.5	58	White, N. Y. ....	29	315	10.9	t23	Coffey, Atl.-N. Y. ...	14	89	6.4	28
Snow, L. A. ....	49	734	15.0	t74	Keyes, Phil. ....	29	276	9.5	35	Hinton, Balt. ....	13	269	20.7	46
Windsor, S. F. ....	49	597	12.2	32	Perkins, Balt. ....	28	391	14.0	t47	Norman, Dall. ....	13	238	18.3	t31
Long, Wash. ....	48	533	11.1	52	Livingston, N. O. ...	28	278	9.9	t51	Triplett, Det. ....	13	141	10.8	t62
Wallace, Chi. ....	47	553	11.8	45	T. Williams, G. B. ...	27	275	10.2	t60	Garrison, Dall. ....	13	131	10.1	25
L. Smith, L. A. ....	46	300	6.5	38	Orr, Balt. ....	25	474	19.0	47	Farr, Det. ....	13	94	7.2	24
Dale, G. B. ....	45	879	19.5	48	Cogdill, Atl. ....	24	374	15.6	52	Watkins, Det. ....	13	87	6.7	20
Flatley, Atl. ....	45	834	18.5	t71	R. Johnson, Clev. ...	24	164	6.8	18	Taylor, Det. ....	13	86	6.6	20
Morrison, N. Y. ....	44	647	14.7	65	Edwards, St. L. ....	23	309	13.4	37	Homan, Dall. ....	12	240	20.0	66
Rentzel, Dall. ....	43	960	*22.3	t75	Thomas, N. Y. ....	22	348	15.8	37	Hilton, Pitt. ....	12	231	19.3	34
Hawkins, Phil. ....	43	761	17.7	58	Mitchell, Atl. ....	22	339	15.4	t42	Henderson, Pitt. ....	12	188	15.7	45
Richardson, Balt. ..	43	646	15.0	39	Osborn, Minn. ....	22	236	10.7	31	Roland, St. L. ....	12	136	11.3	23
Smith, St. L. ....	43	561	13.0	34	Wages, Atl. ....	22	228	10.4	t88	Wright, Det. ....	12	130	10.8	t26
Matte, Balt. ....	43	513	11.9	49	Denney, Chi. ....	22	203	9.2	29	L. Walton, Det. ....	12	109	9.1	16
Warfield, Clev. ....	42	886	21.1	t82	Woodeshick, Phil. ..	22	177	8.0	15	Grabowski, G. B. ....	12	98	8.2	25
Jones, N. Y. ....	42	744	17.7	t54	Brown, Minn. ....	21	183	8.7	27	Pinder, Phil. ....	12	77	6.4	20
Sanders, Det. ....	42	656	15.6	47	Wilburn, Pitt. ....	20	373	18.7	53	Hull, Chi. ....	12	63	5.3	29
Hayes, Dall. ....	40	746	18.7	t67	Kelly, Clev. ....	20	267	13.4	36	Mason, L. A. ....	11	185	16.8	t67
Washington, Minn. .	39	821	21.1	t83	Hill, Dall. ....	20	232	11.6	28	Crenshaw, St. L. ....	11	94	8.5	31
Tucker, L. A. ....	38	629	16.6	*93	Hoak, Pitt. ....	20	190	9.5	26	Hill, Balt. ....	11	44	4.0	12
Dodd, N. O. ....	37	600	16.2	52	Koy, N. Y. ....	19	152	8.0	41	Grim, Minn. ....	10	155	15.5	44
Morin, Clev. ....	37	495	13.4	35	Thomas, S. F. ....	18	364	20.2	t75	Wilson, N. Y. ....	10	132	13.2	33
Truax, L. A. ....	37	431	11.6	49	Poage, N. O. ....	18	236	13.1	29	Eddy, Det. ....	10	78	7.8	t14
Gordon, Chi. ....	36	414	11.5	t41	Fleming, G. B. ....	18	226	12.6	23					
Willard, S. F. ....	36	326	9.1	36	Reeves, Dall. ....	18	187	10.4	29					
Henderson, Minn. ...	34	553	16.3	t47	Butler, Atl. ....	17	297	17.5	t65					
Mackey, Balt. ....	34	443	13.0	t52	Ditka, Dall. ....	17	268	15.8	51					

\*—High for 1969

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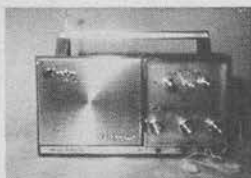
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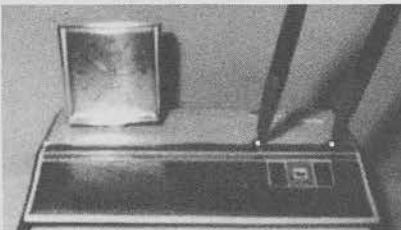
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### 1969 NFL RUSHING—INDIVIDUAL

	Atts.	Yards	Avg.	Long.		Atts.	Yards	Avg.	Long.		Atts.	Yards	Avg.	Long.
Sayers, Chi. ....	*236	*1032	4.4	28	Keyes, Phil. ....	121	361	3.0	28	Frederickson, N. Y. ..	33	136	4.1	19
Hill, Dall. ....	204	942	4.6	55	Taylor, Det. ....	118	348	2.9	26	Mason, L. A. ....	33	135	4.1	17
Matte, Balt. ....	235	909	3.9	26	Gros, Pitt. ....	116	343	3.0	t16	Pitts, G. B. ....	35	134	3.8	13
L. Brown, Wash. ....	202	888	4.4	57	Pinder, Phil. ....	60	309	5.2	50	Shivers, St. L. ....	27	115	4.3	17
Woodeshick, Phil. ..	186	831	4.5	21	Gipson, Atl. ....	62	303	4.9	33	Hanratty, Pitt. ....	10	106	10.6	31
Garrison, Dall. ....	176	818	4.6	21	Morrison, Clev. ....	60	301	5.0	54	Kapp, Minn. ....	22	104	4.7	18
†Kelly, Clev. ....	196	817	4.2	31	Koy, N. Y. ....	76	300	3.9	24	McCall, Pitt. ....	30	98	3.3	14
Livingston, N. O. ...	181	761	4.2	18	Anderson, G. B. ....	87	288	3.3	t16	Lane, St. L. ....	25	93	3.7	13
Butler, Atl. ....	163	655	4.0	39	Eddy, Det. ....	78	272	3.5	26	Fuqua, N. Y. ....	20	89	4.5	35
Osborn, Minn. ....	186	643	3.5	t58	Grabowski, G. B. ....	73	261	3.6	22	Wheelwright, N. O. ...	25	85	3.4	17
Baker, N. O. ....	134	642	*4.8	54	Bankston, Pitt. ....	62	259	4.2	15	Pearson, Balt. ....	24	81	3.4	10
L. Smith, L. A. ....	166	599	3.6	46	Bryant, Atl. ....	50	246	4.9	41	Hull, Chi. ....	29	81	2.8	14
Willard, S. F. ....	171	557	3.3	18	Farr, Det. ....	58	245	4.2	52	Mitchell, Atl. ....	5	77	15.4	40
Cunningham, S. F. ...	147	541	3.7	33	Landry, Det. ....	33	243	7.4	26	Shy, N. O. ....	21	75	3.6	22
T. Williams, G. B. ...	129	536	4.2	t39	Jones, Minn. ....	54	241	4.5	*80	Tucker, S. F. ....	20	72	3.6	t24
Hoak, Pitt. ....	151	531	3.5	13	Cole, Balt. ....	73	204	2.8	27	Nix, Pitt. ....	10	70	7.0	20
Coffey, Atl.-N. Y. ...	131	511	3.9	20	Watkins, Det. ....	62	201	3.2	12	Berry, Atl. ....	20	68	3.4	30
Edwards, St. L. ....	107	504	4.7	48	Thomas, S. F. ....	23	190	8.3	t75	Brodie, S. F. ....	11	62	5.6	15
Roland, St. L. ....	138	498	3.6	21	Bull, Chi. ....	44	187	4.3	16	Morton, Dall. ....	16	62	3.9	15
R. Johnson, Clev. ...	137	471	3.4	t48	Reeves, Dall. ....	59	173	2.9	12	Concannon, Chi. ....	22	62	2.8	30
Josephson, L. A. ....	124	461	3.7	17	Tarkenton, N. Y. ....	37	172	4.6	21	Abramowicz, N. O. ...	3	61	20.3	28
Brown, Minn. ....	126	430	3.4	30	Crenshaw, St. L. ....	55	172	3.1	t26	Starr, G. B. ....	7	60	8.6	18
Harraway, Wash. ....	141	428	3.0	17	Scott, Clev. ....	44	157	3.6	20	Staubach, Dall. ....	15	60	4.0	19
Douglass, Chi. ....	51	408	8.0	t39	Jurgensen, Wash. ...	17	156	9.2	33	Lemmerman, Atl. ...	10	57	5.7	20
Reed, Minn. ....	83	393	4.7	23	Gabriel, L. A. ....	35	156	4.5	22	Ellison, L. A. ....	20	56	2.8	15
Morrison, N. Y. ....	107	387	3.6	13	Shy, Dall. ....	42	154	3.7	23					
Triplet, Det. ....	111	377	3.4	33	Piccolo, Chi. ....	45	148	3.3	15					
Wages, Atl. ....	72	375	5.2	t66	Hill, Balt. ....	49	143	2.9	14					
Hampton, G. B. ....	80	365	4.6	53	Minniear, N. Y. ....	35	141	4.0	16					

\*—High for 1969

†—1968 Leader

t—Touchdown

### 1969 NFL PASSING—INDIVIDUAL

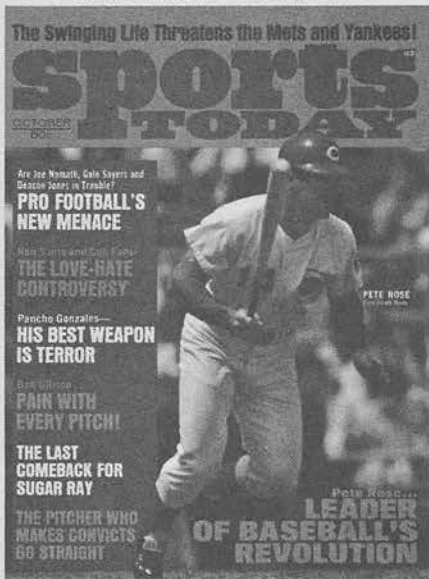
	Att.	Com.	Pct.	Yds.		Att.	Com.	Pct.	Yds.		Att.	Com.	Pct.	Yds.
Jurgensen, Wash. ...	*442	*274	62.0	*3102	Munson, Det. ....	166	84	50.6	1062	Hargett, N. O. ....	52	31	59.6	403
Starr, G. B. ....	148	92	*62.2	1161	Shiner, Pitt. ....	209	97	46.4	1422	Nix, Pitt. ....	53	25	47.2	290
Tarkenton, N. Y. ....	409	220	53.8	2918	Concannon, Chi. ....	160	87	54.4	783	Lemmerman, Atl. ...	62	25	40.3	330
Gabriel, L. A. ....	399	217	54.4	2549	Spurrier, S. F. ....	146	81	55.5	926	Mira, Phil. ....	76	25	32.9	240
Morton, Dall. ....	302	162	53.6	2619	Hart, St. L. ....	169	84	49.7	1086	Staubach, Dall. ....	47	23	48.9	421
Nelsen, Clev. ....	352	190	54.0	2743	Douglass, Chi. ....	148	68	45.9	773	Ninowski, N. O. ....	34	17	50.0	227
Brodie, S. F. ....	347	194	55.9	2405	Landry, Det. ....	160	80	50.0	853	Wood, N. Y. ....	16	10	62.5	106
Kilmer, N. O. ....	360	193	53.6	2532	Berry, Atl. ....	124	71	57.3	1087	Lee, Minn. ....	11	7	63.6	79
Unitas, Balt. ....	327	178	54.4	2342	Hanratty, Pitt. ....	126	52	41.3	716					
Kapp, Minn. ....	237	120	50.6	1726	Johnson, Atl. ....	93	51	54.8	788					
Horn, G. B. ....	168	89	53.0	1505	Cuozzo, Minn. ....	98	49	50.0	693					
Snead, Phil. ....	379	190	50.1	2768	†Morrall, Balt. ....	99	46	46.5	755					
Johnson, St. L. ....	260	131	50.4	1847	Carter, Chi. ....	71	36	50.7	343					

\*—High for 1969

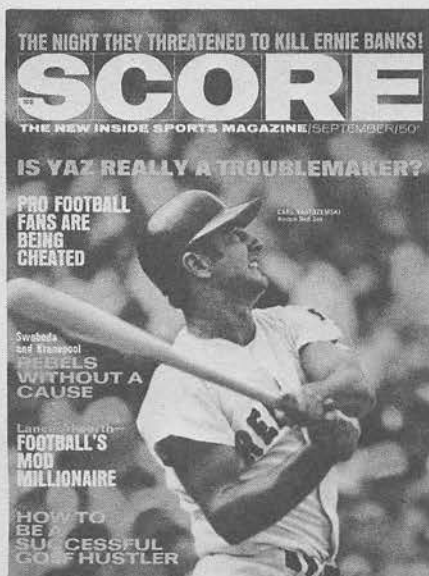
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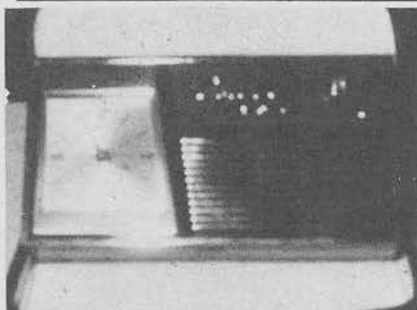
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# 1969 AFL STATISTICS

## 1969 AFL PASS RECEIVING—INDIVIDUAL

	No.	Yards	Avg.	Long.		No.	Yards	Avg.	Long.		No.	Yards	Avg.	Long.
†Alworth, S. D. ....	*64	1003	15.7	t76	Simpson, Buff. ....	30	343	11.4	t55	Rademacher, Bos. .	17	217	12.8	40
Biletnikoff, Oak. ....	54	837	15.5	t53	Smith, Oak. ....	30	322	10.7	32	Frazier, S. D. ....	17	205	12.1	50
Denson, Den. ....	53	809	15.3	t62	Embree, Den. ....	29	469	16.2	t79	Banaszak, Oak. ....	17	119	7.0	19
Reed, Hou. ....	51	664	13.0	t43	Kiick, Mia. ....	29	443	15.3	t53	Arbanas, K. C. ....	16	258	16.1	44
Wells, Oak. ....	47	*1260	*26.8	t80	Hopkins, Hou. ....	29	338	11.7	56	Whalen, Bos. ....	16	235	14.7	47
Maynard, N. Y. ....	47	938	20.0	t60	Noonan, Mia. ....	29	307	10.6	27	Todd, Oak. ....	16	149	9.3	t48
Sauer, N. Y. ....	45	745	16.6	t40	Garrett, Bos. ....	29	267	9.2	34	Thornton, Buff. ....	14	134	9.6	21
Garrett, K. C. ....	43	432	10.0	41	Nance, Bos. ....	29	168	5.8	27	Foster, S. D. ....	14	83	5.9	28
Levias, Hou. ....	42	696	16.6	*t86	Sellers, Bos. ....	27	705	26.1	77	Phillips, Cin. ....	13	128	9.8	31
Beirne, Hou. ....	42	540	12.9	t37	Haik, Hou. ....	27	375	13.9	42	Milton, Mia. ....	12	179	14.9	49
Taylor, K. C. ....	41	696	17.0	79	Granger, Hou. ....	27	330	12.2	53	B. Turner, N. Y. ....	11	221	20.1	t54
Seiple, Mia. ....	41	577	14.1	t41	Holmes, K. C. ....	26	266	10.2	t33	Quayle, Den. ....	11	167	15.2	71
Crabtree, Cin. ....	40	855	21.4	t73	Post, S. D. ....	24	235	9.8	46	Hubbert, S. D. ....	11	43	3.9	18
Garrison, S. D. ....	40	804	20.1	50	Richardson, K. C. ..	23	381	16.6	39	Myers, Cin. ....	10	205	20.5	50
Moses, Buff. ....	39	752	19.3	t55	Snell, N. Y. ....	22	187	8.5	54	Twilley, Mia. ....	10	158	15.8	33
Trumpy, Cin. ....	37	835	22.6	t80	Clancy, Mia. ....	21	289	13.8	50	Queen, S. D. ....	10	148	14.8	42
Haffner, Den. ....	35	563	16.1	46	Cannon, Oak. ....	21	262	12.5	t53	Smith, S. D. ....	10	144	14.4	55
Patrick, Buff. ....	35	229	6.5	19	Csonka, Mia. ....	21	183	8.7	42	Mitchell, Mia. ....	10	125	12.5	34
Thomas, Cin. ....	33	481	14.6	62	Boozar, N. Y. ....	20	222	11.1	29	Moreau, Mia. ....	10	136	13.6	35
Lammons, N. Y. ....	33	400	12.1	25	Robinson, Cin. ....	20	104	5.2	25					
Masters, Buff. ....	33	387	11.7	31	Frazier, Bos. ....	19	306	16.1	t50					
Dixon, Oak. ....	33	275	8.3	t37	Little, Den. ....	19	218	11.5	t67					
Briscoe, Buff. ....	32	532	16.6	t50	Enyart, Buff. ....	19	186	9.8	t32					
Pitts, K. C. ....	31	470	15.2	51	Mathis, N. Y. ....	18	183	10.2	35					

\*—High for 1969

†—1968 Leader

t—Touchdown

## 1969 AFL RUSHING—INDIVIDUAL

	Atts.	Yards	Avg.	Long.		Atts.	Yards	Avg.	Long.		Atts.	Yards	Avg.	Long.
Post, S. D. ....	182	*873	4.8	60	Dixon, Oak. ....	107	398	3.7	19	Hadl, S. D. ....	26	109	4.2	17
Nance, Bos. ....	*193	750	3.9	43	Banaszak, Oak. ....	88	377	4.3	40	Wyche, Cin. ....	12	107	8.9	22
Granger, Hou. ....	186	740	4.0	23	Patrick, Buff. ....	83	361	4.3	72	Turner, Cin. ....	23	105	4.6	34
Garrett, K. C. ....	168	732	4.4	t34	Mathis, N. Y. ....	96	355	3.7	27	Livingston, K. C. ....	15	102	6.8	39
Little, Den. ....	146	729	*5.0	t48	Hubbert, S. D. ....	94	333	3.5	24	Greise, Mia. ....	21	102	4.9	22
Simpson, Buff. ....	181	697	3.9	t32	Foster, S. D. ....	64	236	3.7	24	Campbell, Hou. ....	28	98	3.5	10
Snell, N. Y. ....	191	695	3.6	34	Smith, S. D. ....	51	211	4.1	16	Beathard, Hou. ....	19	89	4.7	16
Garrett, Bos. ....	137	691	*5.0	t80	Hayes, K. C. ....	62	208	3.4	11	White, N. Y. ....	28	88	3.1	10
Holmes, K. C. ....	150	612	4.1	25	Todd, Oak. ....	47	198	4.2	51	Mitchell, Mia. ....	28	80	2.9	12
Boozar, N. Y. ....	130	604	4.6	50	Enyart, Buff. ....	47	191	4.1	26	Anderson, Buff. ....	13	74	5.7	16
Smith, Oak. ....	177	600	3.4	26	Quayle, Den. ....	57	183	3.2	17	Tensi, Den. ....	12	63	5.3	17
Phillips, Cin. ....	118	578	4.9	*83	Smiley, Den. ....	56	166	3.0	26	Milton, Mia. ....	7	62	8.9	27
Kiick, Mia. ....	180	575	3.2	27	Cook, Cin. ....	25	148	5.9	30	E. Johnson, Cin. ....	15	54	3.6	13
Csonka, Mia. ....	131	566	4.3	t54	Burrell, Hou. ....	41	147	3.6	19					
McVea, K. C. ....	106	500	4.7	t80	Domres, S. D. ....	19	145	7.6	22					
†Robinson, Cin. ....	160	489	3.1	24	Kemp, Buff. ....	37	124	3.4	13					
Hopkins, Hou. ....	131	473	3.6	t43	Hubbard, Oak. ....	21	119	5.7	18					
Lynch, Den. ....	96	407	4.2	54	Morris, Mia. ....	23	110	4.8	37					

\*—High for 1969

†—1968 Leader

t—Touchdown

## 1969 AFL PASSING—INDIVIDUAL

	Att.	Com.	Pct.	Yds.		Att.	Com.	Pct.	Yds.		Att.	Com.	Pct.	Yds.
Cook, Cin. ....	197	106	53.8	1854	Greise, Mia. ....	252	121	48.0	1695	Harris, Buff. ....	36	15	41.7	270
Namath, N.Y. ....	361	185	51.2	2734	Taliaferro, Bos. ....	331	160	48.3	2160	Stofa, Mia. ....	23	14	60.9	146
Lamonica, Oak. ....	*426	*221	51.9	*3302	Norton, Mia. ....	148	65	43.9	709	Parilli, N. Y. ....	24	14	58.3	138
Livingston, K. C. ....	161	84	52.2	1123	Liske, Den. ....	115	61	53.0	845	Lee, K. C. ....	20	12	60.0	109
Hadl, S. D. ....	324	158	48.8	2253	Wyche, Cin. ....	108	54	50.0	838	Blanda, Oak. ....	13	6	46.2	73
†Dawson, K. C. ....	166	98	*59.0	1323	Domres, S. D. ....	112	47	42.0	631					
Tensi, Den. ....	286	131	45.8	1990	Trull, Hou. ....	75	34	45.3	469					
Beathard, Hou. ....	370	180	48.6	2455	Davis, Hou. ....	42	25	59.5	223					
Kemp, Buff. ....	344	170	49.4	1981	Darragh, Buff. ....	52	24	46.2	365					

\*—High for 1969

†—1968 Leader





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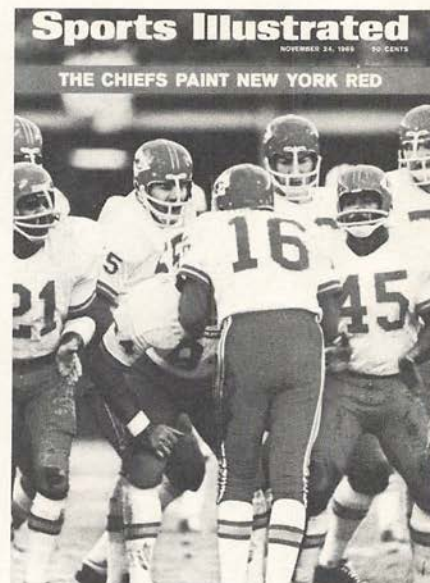
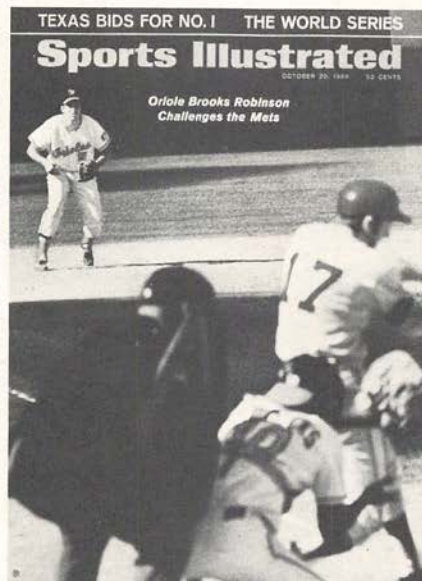
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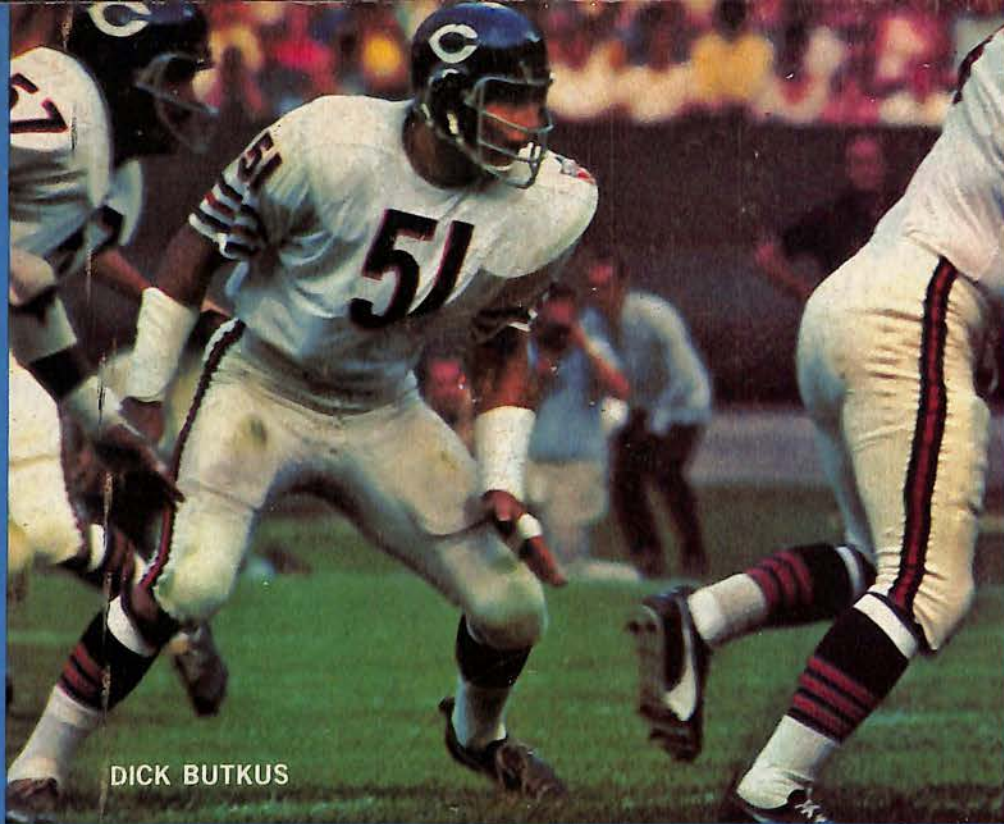


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**HOW  
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